

SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE
19 SOUTHERN AND
SOUTHWESTERN STATES

PASS IT ON!

OWNER	<input type="checkbox"/>
GEN. MGR.	<input type="checkbox"/>
SERV. MGR.	<input type="checkbox"/>
PARTS MGR.	<input type="checkbox"/>
FOREMAN	<input type="checkbox"/>
SHOP	<input type="checkbox"/>

October, 1952

Continued From 61



Cylinders should be

saved ...not shaved



Perfect Circle's 2-in-1 Chrome Piston Ring Set assures positive oil control . . . without shaving the cylinder walls on each stroke! Solid chrome plating, applied to BOTH top compression rings and oil ring rails gives the 2-in-1 Chrome Set more than twice the life of ordinary sets!

What's more, the 2-in-1 Chrome Set is

actually two sets in one—because two expander springs are included with every Chrome Oil Stopper, giving a choice of spring pressures for every installation.

You'll get maximum performance, with sustained power, whether cylinders are tapered or straight, round or out-of-round! Perfect Circle Corp., Hagerstown, Ind.

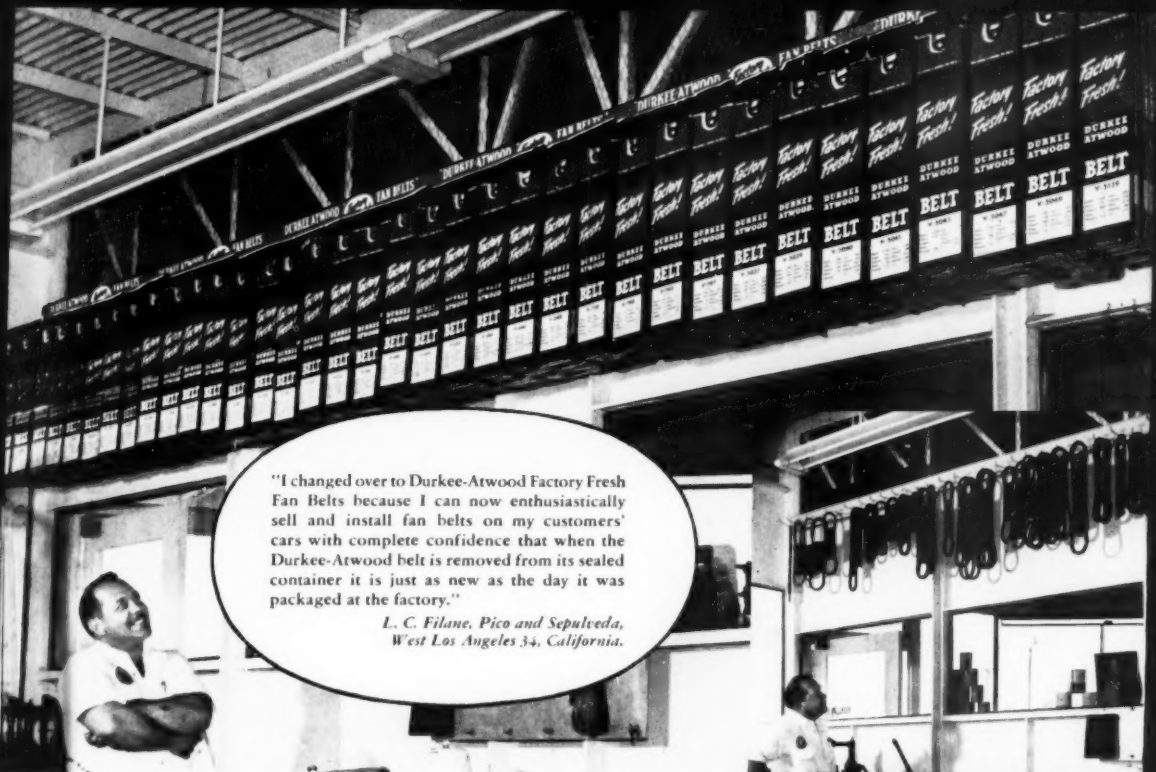
**SOLID
CHROME
PROTECTS
THESE
WEARING
SURFACES**



Perfect Circle

PISTON RINGS

The Standard of Comparison



"I changed over to Durkee-Atwood Factory Fresh Fan Belts because I can now enthusiastically sell and install fan belts on my customers' cars with complete confidence that when the Durkee-Atwood belt is removed from its sealed container it is just as new as the day it was packaged at the factory."

L. C. Filane, Pico and Sepulveda,
West Los Angeles 34, California.



Mr. Filane views his V-belt stocks before changing over to the Durkee-Atwood Factory Fresh program. Now he's really in business with the Factory Fresh display at the left.



Exterior view of L. C. Filane's Union Oil station. He's one of the thousands of progressive dealers who see new opportunities with the Durkee-Atwood Factory Fresh V-Belt program.

©1952, DURKEE-ATWOOD CO.

Change over to...

***FACTORY FRESH* V-BELTS**

Dealer after dealer reports bigger and better V-belt business after changing over to the Durkee-Atwood *Factory Fresh* program. The reason—uniform, bright and attractive stocks, **GUARANTEED NEW** and *Factory Fresh* right on the plastic-sealed package!

The *Factory Fresh* package makes Durkee-Atwood V-Belts easier to sell. Yes, and more convenient to handle, with complete replacement information printed fore and aft in bold-face type. Go *Factory Fresh* with Durkee-Atwood V-Belts!

SEE

the difference!

When you break the seal to open the package this belt not only looks Factory Fresh... It is Factory Fresh...

FEEL

the difference!

It's as full of life as the day it was put into Durkee-Atwood's exclusive plastic-sealed package...

SMELL

the difference!

The fresh-rubber aroma tells you immediately that this V-belt is really and truly Factory Fresh!

Get the *Factory Fresh* story!

**DURKEE-ATWOOD COMPANY, Dept. 5A 10
Minneapolis 13, Minn.**

Without obligation, send me full details on the Durkee-Atwood *Factory Fresh* program and name and address of your nearest jobber.

Name _____

Firm _____

Address _____

City _____ State _____

DURKEE-ATWOOD COMPANY

MANUFACTURERS OF V-BELTS
RUBBER AND CHEMICAL PRODUCTS SINCE 1910



FOR LEAK-PROOF PRESSURE-TIGHT ASSEMBLIES

FORM-A-GASKET No. 1: A fast drying paste that is hard-setting. It makes the ideal bedding composition wherever permanent assemblies are required. Invaluable for emergency repairs and for use in place of gaskets that are not available.

FORM-A-GASKET No. 2: A non-hardening paste that stays pliable. It satisfies every requirement of a gasket composition for sealing the topsides of crankcase and cover gaskets and any other place where disassembly is probable.

AVIATION FORM-A-GASKET No. 3: A medium dense liquid applied by brush. Remains tacky permanently. The handiest sealing composition you can use for pipe connections, carburetor assemblies, cylinder head gaskets and a host of other purposes. Prevents cylinder head corrosion and seizure.

PERMATEX COMPANY, INC.,
Brooklyn 35, N. Y.

*Over 50 Chemical Products for better
Automotive Maintenance*

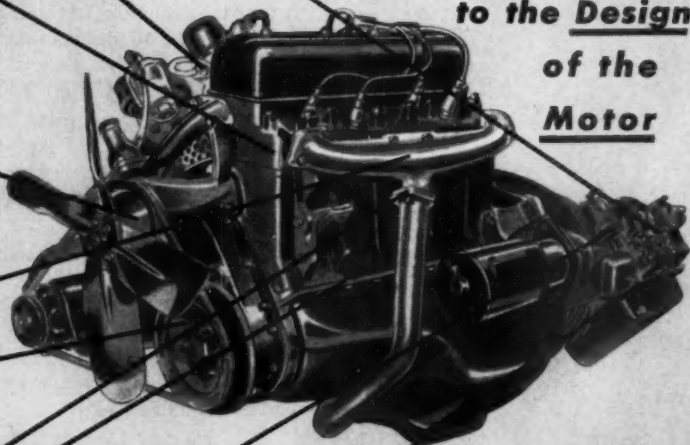
**PERMATEX
FORM-A-GASKET®**

1-2-3

There's one that's best for every job—Keep all 3 on hand!

M'CORD GASKETS

Engineered
to the Design
of the
Motor



Today's more powerful motors with higher compression ratios and less weight require new gasket designs. McCord has led the Industry in the development of gaskets engineered to meet these modern motor requirements, and most car makers use them for equipment.

M'CORD CORPORATION
DETROIT 17, MICHIGAN

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Volume 32

Number 10

Tunes your engine Tunes your oil



85¢

Better and smoother performance or Double-Your-Money-Back!

Add Casite to the crankcase oil and run Casite
through the air-intake or add it to the gasoline

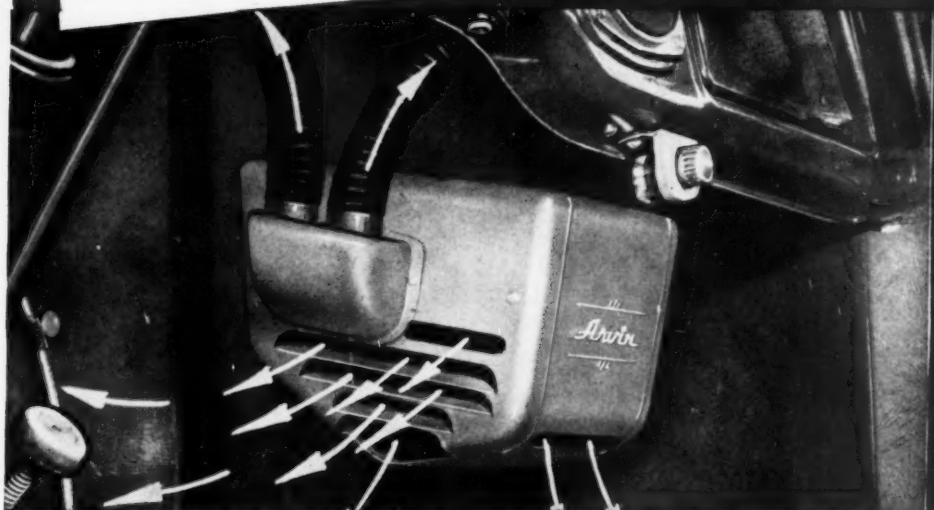


TEAR OUT THIS ADVERTISEMENT. USE IT AS A POSTER — FOR YOUR WINDOW, LUBE RACK OR PUMP ISLAND.

**What could be sweeter
for sales?**

• The world's finest car heaters
SAVE \$10 TO \$35 FOR EVERY CUSTOMER

Arvin
America's No. 1 Car Heaters



MODEL 200: Best hot water recirculating heater at any price.
Fits 'most anything that rolls — cars and trucks

No other car heater comes close to it in compact efficiency, ease of installation, and **LOW PRICE!** King-size radiator core has 2800 square inches of heat-radiating surface. Powerful 7 inch, 8 blade fan, with variable speed switch, moves up to 150 cubic feet of air per minute.

It recirculates **ALL** the air in a large car or a truck cab every 2 minutes. And look at the space this heater **DOESN'T** take! Newest functional design prunes down every corner and angle to fit the Arvin Model 200 into small spaces. Fast, easy installation in either cars or trucks.

ARVIN INDUSTRIES, INC., COLUMBUS, INDIANA
(Formerly Noblitt-Sparks Industries, Inc.)

See your **ARVIN** distributor • **NATIONAL ADVERTISING** pre-sells your customers

**LIST PRICE
ONLY**

\$25⁷⁵

Defrosters \$3.20 to
\$4.80 extra
Liberal dealer discount!

MODEL 300: Finest fresh air, hot water heater
— fits Ford, Chevrolet and Pontiac cars

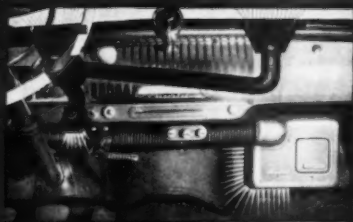
Chevrolet and Pontiac 1949-52, Ford 1949-51 and 1952 Intermediate V8
the 1952 new 1952 Ford Models

Your brand comfort system — in winter a heater, in summer a cool air circulator. Install in car's fresh air duct — in 30 minutes or less. Replaces a re-circulating heater with fresh air duct all the last capacity. Powerful de-frosting defroster fan-type blower. Power drive in foot control. Complete in ONE package — heater, blower, defroster, controls.

LIST PRICE ONLY

\$43⁵⁰

Available in one package
Installation \$2.00
1952 Ford extra
Liberal dealer discount



Arvin **Best Known Name in Car Heaters**

The Gold Rush is On!!!



No. 777-S-4—"the hard-sleeve bar."

4-year-old Engines are flocking in for overhauls . . .

Rebore them for Profit with Van Norman Boring Bars!

Here's the way to make more money NOW! . . . sell more service to the millions of owners of 4-year-old and older cars, trucks, buses and tractors, that are going to be in service a long time yet. Sell complete overhauls . . . complete motor-rebuilding jobs. And start with the basis of all quality jobs . . . rebore with a Van Norman Perfect-O Bar. This is the quickest and easiest bar to operate . . . the only bar with the 4 "Cat's Paws" that support the cutter all the way down . . . to a perfect job in one quick cut per cylinder.

So get set for big profits now, with the Van Norman Bar you need for your work... "the bar that sells more service". See your jobber or write Van Norman Co., Springfield 7, Mass.

A Van Norman Bar for Every Job



944-S — the light-fast, portable bar with Sucker-Outer for car dealers, garages, service stations.



777-S-4 — the portable bar with Sucker-Outer — for big machines, trucks with hard cylinder sleeves, etc. Shown above.



888-18 — one of the giant bars, for heavy trucks, big diesels, all heavy-duty work.

The Best-Equipped Shop Gets the Business!

"It Pays to Van Normanize"

FOR GREATER SALES-BUILDING OPPORTUNITY!

Sell the MIGHTIER DELCO BATTERY



EVERY DELCO BATTERY HAS THESE FEATURES!

MAXIMUM STARTING POWER! In life performance tests, Delco batteries showed maximum starting power, after months of operation.

NEW SUPER-QUICK STARTS IN COLD WEATHER! Exclusive, patented "expander" formula used in making negative plates for batteries produces greatly improved action in cold weather.

NEW BATTERY RUGGEDNESS! Exclusive high temperature vapor treatment of plates creates stronger, longer-lasting bond . . . insures greater resistance to shock and distortion.

NEW "BALANCED" GRAVITY RATING FOR FINEST PERFORMANCE! The new "balanced" gravity rating of Delco batteries assures users of longer battery life. Extra battery life means extra miles per battery—more value for your money.

"TAILORED" CASES! Delco has "tailored" cases for each battery model. Special sealing compound to prevent cracking and leaking. Visual filling device for instant servicing.

DELCO BATTERIES

A GENERAL MOTORS PRODUCT  A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALEERS EVERYWHERE

It's easy to sell the mightier Delco because Delco is the preferred battery . . . the No. 1 choice of car engineers. Delco meets the needs of modern driving with mightier starting power and offers performance in balance with modern automotive electrical systems. Check the Delco features listed here and you, too, will see why Delco offers greater sales-building opportunity. Delco batteries are available everywhere through Delco battery distributors.

ACCEPTED BY MILLIONS! Delco is first choice with millions of car owners. American motorists depend on Delco for reliable starting power, for longer battery life.

ORIGINAL EQUIPMENT LEADER! Delco batteries are original equipment in more cars and trucks than any other make. These car and truck owners are presold on Delco . . . the battery they know for good service.

POWER-PACKED MERCHANDISING! Delco's up-to-the-minute merchandising aids, plus battery service and technical data, are all designed to keep you out in front in battery sales.

IT'S EASY TO GET STARTED! The big battery market is the Delco market. Delco sells easier because Delco has the confidence of more people. See your local Delco battery distributor. Find out for yourself how easy it is to get started in the Delco business.

wash cars like magic... with *Choldun's* **"Auto-magic" Carwasher**

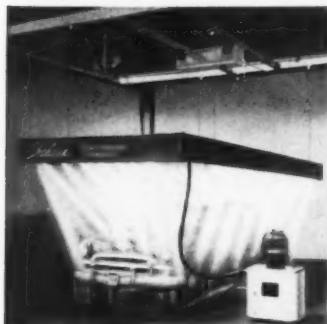


COMPLETE WITH MOTOR & PUMP! NO AIR COMPRESSOR NEEDED!

No Tracks to Lay,
No Arch to Sway,
No-rack at All—
To Pull or Fall.
Won't Jump the Track
Or Break your Back.
No Tank to Fill,
No Soap to Spill,
No Valves to Stick—
Now—Take your Pick!

But, be sure before you buy
... The CHOLDUN is the one
you try!

Auto-magically CARS WASHED CLEAN... LEAVES A LUSTROUS SHEEN!



PUSH A BUTTON—*Auto-magically*
SPRAYS FRONT, BACK, TOP, SIDES AND
WHEELS WITH WATER WHILE GOING DOWN
AND UP.



Auto-magically "PURPLE MAGIC"
SHAMPOO COVERS AND ADHERES TO EN-
TIRE CAR FOR EASY MITTING.



Auto-magically
COMPLETELY RINSED
Speedily!

OTHER CHOLDUN PRODUCTS



EXPORT OFFICE: 230 MAIN STREET, CAMBRIDGE 42, MASS. CANADIAN OFFICE: 290 LAKESHORE ROAD, HUMBER BAY, TORONTO, CANADA

CHOLDUN MANUFACTURING CORP.
331 East Street, New Haven, Conn.

- ☐ Please send me additional information.
☐ Please have your representative call.

Name

Address

City State

Missing something, Mac?



No one can blame Mac for missing the oil filler spout—but it takes more than "oil" to sell off-brands of shock absorbers.



MONRO-MATIC

SHOCK ABSORBERS

Best Bet for Replacements

MONRO-MATICS not only have automatic adjustment for a smoother, steadier ride over any road but they give you more *pre-sold customers* ready to replace with the kind of shock absorbers already on their cars. With such riding qualities and such a ready-made market available only with **MONRO-MATICS**, how can you afford not to handle these great new shocks? See your jobber or write us today.

MONROE AUTO EQUIPMENT CO.

Monroe, Mich.—World's Largest Maker of Ride Control Products



Monro-Matic Counter Display
"Hottest Merchandising Item"

Put this new **MONRO-MATIC** merchandiser out where car owners can see it and you'll be surprised how many ask about new shocks. Package holds balanced set of 4 shocks, individually boxed for practically every owner's car.

**The MOOG PISTON RING
SET-UP is ideal
for that . . .**



**BLUE PLATE
SPECIAL!**

**NEW PISTONS
for OLD!**



In co-operation with the Automotive Engine Rebuilders Association, Moog endorses the Blue Plate Special, and through their jobbers offers you Piston Reconditioning by Production Line Methods.

Pistons are like new—clean and bright, and each one individually protected by a paper bag.

Grooves are clean and straight, pistons resized, stresses in metal relieved, rods are aligned; pins fitted and completely reconditioned for more thousands of miles of efficient service. Moog Piston Rings installed on Dynamized Pistons for a complete Full Power job!



© 1922 M. I. L.

MOOG INDUSTRIES, INC.
6650 Easton Ave., St. Louis 14, Mo.

Best Bet..



FITZGERALD

Metallic Aluminum-
Fused-Oxide
Steel Asbestos

GASKETS

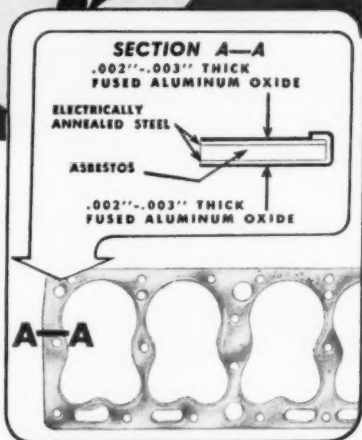


A perfect seal is in the cards with Fitzgerald Metallic Aluminum-Fused-Oxide Steel Asbestos Gaskets. They top all others in high compression engines because they're engineered to withstand the greater heat and pressures that cause other gaskets to fail.

Steel, especially tempered for toughness and resiliency, provides the vital strength. Fused aluminum oxide prevents rust, means easy removal. Top quality asbestos filler rounds out the perfect combination . . . the result of nearly half a century of gasket craftsmanship.

F. J. Fitzgerald
President

THE FITZGERALD MANUFACTURING COMPANY
Torrington, Connecticut

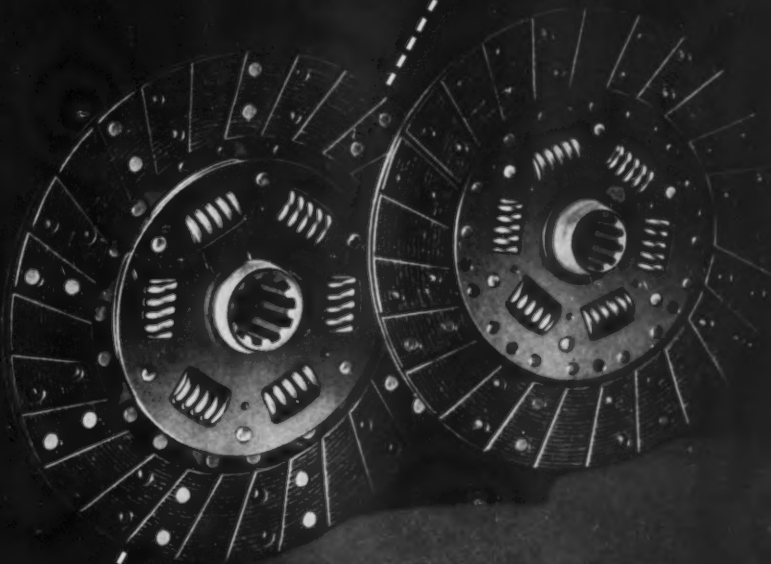


FITZGERALD
Gaskets
SINCE 1906

Grease Retainers—Cork Gaskets—FIT-Rite Treated Fiber
Gaskets for oil, gasoline and water connections
COMPLETE SETS FOR MOTOR REBUILDERS

Perfection

CF Clutch Plates



assure customer satisfaction . . . profits for you!

Look to your PERFECTION jobber for your clutch plate requirements. You can turn chatter and grief into peace and profits by standardizing on PERFECTION "CF" Clutch Plates.

These quality replacement clutch plates have patented formed and riveted cushioned springs designed to eliminate chatter and grab.

Other important features include balanced coil center spring which absorbs torsional vibration and transmission rattle. . . . Full-Resting hub won't pull out. . . . Plate is completed with jointless and endless cord-woven facing, with standard BLMA drilling.

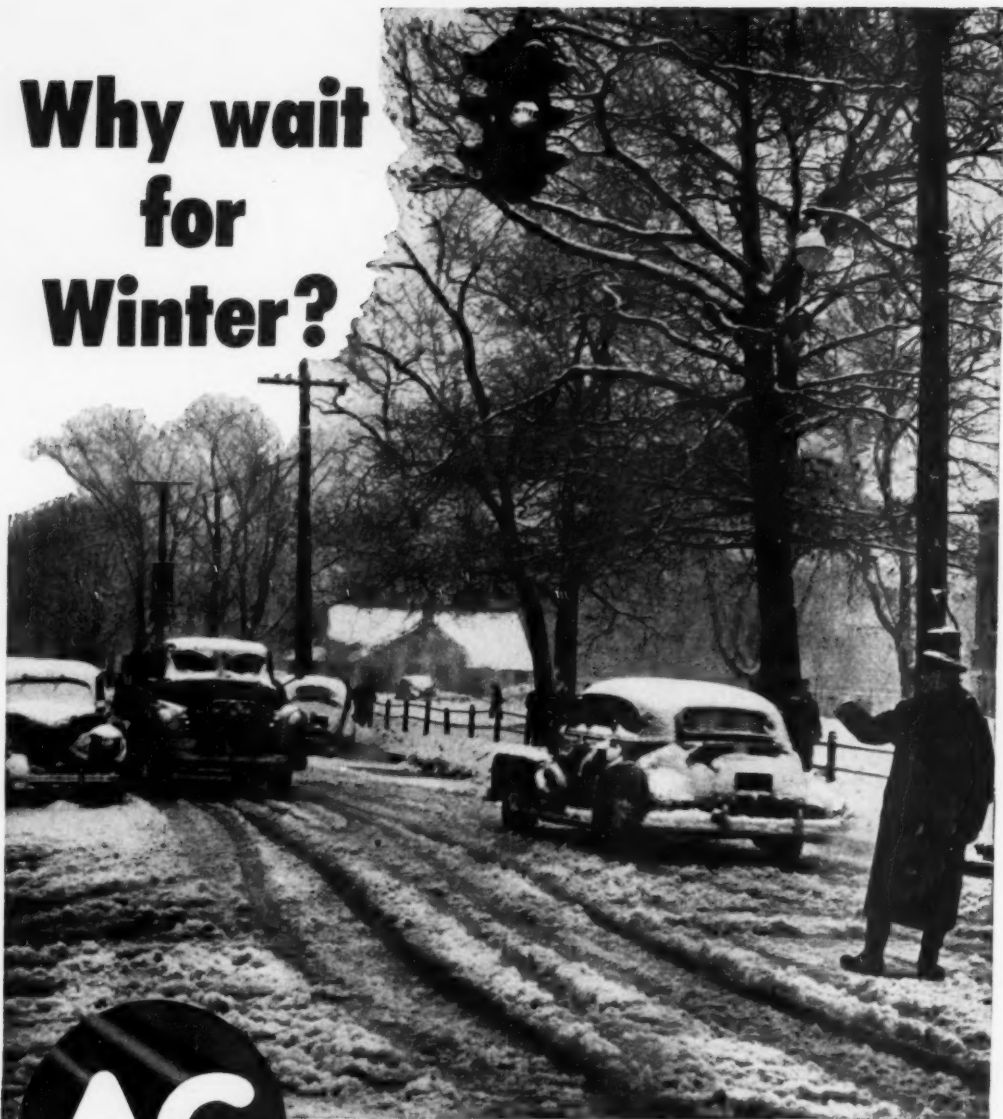
For details, consult your PERFECTION jobber, or write us.



Perfection Gear Company • Harvey, Illinois

PERFECTION PRODUCTS INCLUDE: Silent Timing Gears, Metal Timing Gears, Silent Timing Chains, Sprocket Gears, Transmission Gears and Parts, Differential Ring Gears and Pinions, Differential Cases and Parts, Fly Wheel Gears, Clutch Plates, Pressure Plates, Clutch Cases, Assembly Parts, Clutch Packs and Parts, Clutch Throwout Bearings, Clutch Rebuilders.

Why wait for Winter?



AC

**QUALITY
PRODUCTS**

**... mean the most
when the weather
is at its worst!**

CASH IN ON COLD WEATHER SERVICE NOW!

Beat your competitors to those winter profits! Get your customers' cars ready for cold weather — now — with AC Quality Products. They're time-tested for superior service during wintertime or at any time of year.



With Patented CORALOX Insulator — Factory equipment on more new cars than any other make of spark plug.



The Industry's Fastest-Growing Line — Original or approved equipment on Buick, Chevrolet, Cadillac and Olds.



The Only Complete Line — More than 100,000,000 have been built — more than 40,000,000 are in daily use.

SPEEDOMETER CABLES • AIR CLEANERS • FLEXIBLE LINES • GAS STRAINERS

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION

Allied APC *

American Brakeblok

BALKAMP

Belden

BRIDGEPORT

BRIGGS

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CELORON

DETROIT

DITTMER

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ECHLIN

Federal

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MARTIN-SENOUR

MicroTest

Modac

Monmouth

New Britain

Allied PRECISION

PURITAN

RABITAN

Allied RAYMOND

Soundmaster

STANDARD

Spicer

Thomson

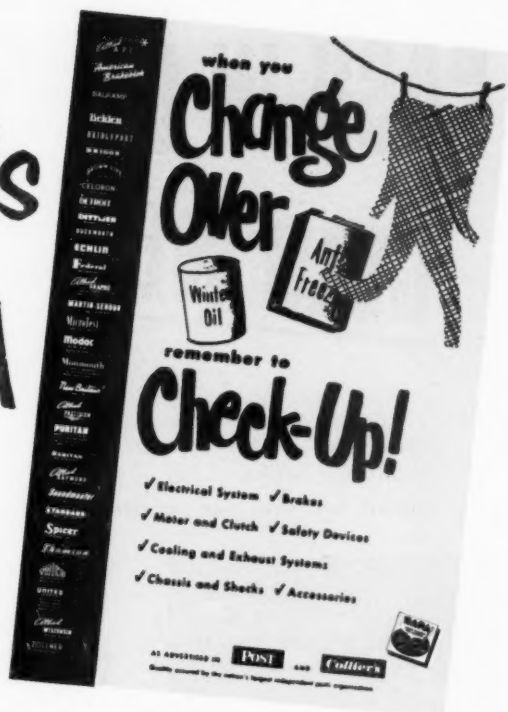
VALCO

UNITED

Allied WISCONSIN

ZOLLNER

Use this N.A.P.A. Poster



—to get your full share of the Fall Service Business

When your customers pull in for pre-winter service, sell a car-protecting, profit-making *mechanical checkup* along with the winter lubricants and anti-freeze! Ask your NAPA Jobber for one of the fall service posters shown above. Display it prominently on your wall or window. Use it to remind every customer that your shop is headquarters for the

complete changeover and checkup service nationally advertised by NAPA in Collier's and The Post. There's no charge for the poster. All your NAPA Jobber asks is that you remember: For fast service on finest quality parts and supplies, for cars and trucks of all makes and ages, "Your NAPA Jobber is a Good Man to Know!"

NATIONAL AUTOMOTIVE PARTS ASSOCIATION • DETROIT 1, MICHIGAN

*Your NAPA Jobber
is a Good Man to Know!*



Big BUICK Dealer ARO



Charles R. Waller (seated), President, and Harry Hollywood, General Manager, Western Ave. Sales Inc., Chicago.

"... over 2,000 service customers a month!"

"We have chosen complete ARO lubrication equipment because of its speed and efficiency demanded in handling over 2,000 service customers a month!"—says Charles R. Waller, President, Western Ave. Sales Inc., largest Buick dealer in Chicago and the Mid-West.

Note the combination of ARO overhead reels, wall cabinet units and portable drains . . . outstanding eye-appeal *plus* features to *save time, improve service and increase lube profits!* See your ARO Jobber.

The Aro Equipment Corporation, Bryan, Ohio.

ARO Equipment of Canada, Ltd., Toronto, Ont.



The Leader!
LUBE EQUIPMENT

Also . . . AIR TOOLS . . . HYDRAULIC EQUIPMENT . . .
AIRCRAFT PRODUCTS . . . GREASE FITTINGS

**SAFER
STOPS**

**... WITH THESE
FAMOUS PRODUCTS**



THE BEST BRAKE FLUID

Two Delco brake fluids . . . Super 9 and Super 11 . . . serve vehicles—from light cars to the heaviest trucks and buses. Delco Brake Fluids exceed SAE specifications. Packed in 8-ounce bottles to 54-gallon drums. Order from your United Motors distributor.



DELCO BRAKE REPAIR KITS

Delco Master Cylinder Repair Kits, left, and Delco Wheel Cylinder Repair Kits are excellent shelf items, good sellers in every market. Order from your United Motors distributor.



MORaine PRODUCTS
DIVISION OF
GENERAL MOTORS
DAYTON, OHIO

Moraine

**DELCO SUPER 9 AND SUPER 11 BRAKE FLUIDS • DECLENE
BRAKE PARTS • ENGINE BEARINGS • GASOLINE FILTERS**
STANDARD FOR EQUIPMENT • THE STANDARD FOR REPLACEMENT



Working
with
White
since
1932

White engineers its trucks to *anticipate* changing transportation needs and operating conditions... insists that each component part measure up to White's strict standards.

Since 1932, BCA Bearings have been original equipment on White trucks. For two decades, BCA engineering has contributed to White's reputation for top performance and economy in city pick up and delivery service... in cross-country hauls.

Whatever your bearings requirements, specify the best—BCA Bearings. They are performance proved.

BEARINGS COMPANY OF AMERICA

LANCASTER • PENNSYLVANIA



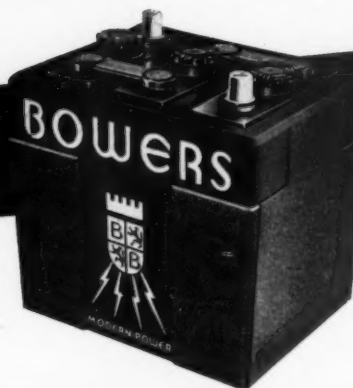
Radial, Angular, Contact-Thrust BALL BEARINGS

Keep your customers "sold" with...

MORE Buying

MORE Driving

POWER POWER



● BOWERS battery dealers have *twice* as much chance of *clinch*ing the sale to every battery prospect because they offer *TWO* big values in *TWO* great batteries. Bowers CADMIDYNE is America's most talked about battery . . . it needs water

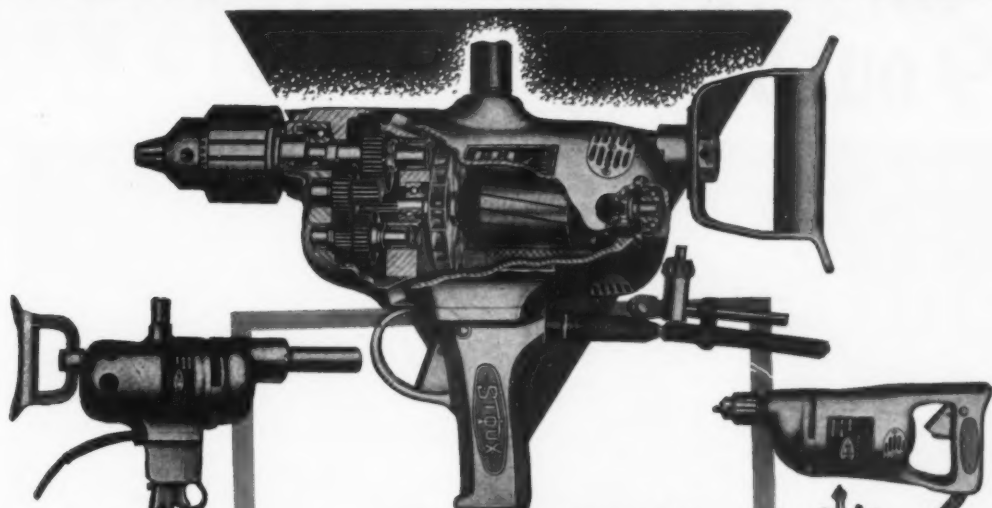
only *ONCE A YEAR* under normal driving conditions. Guaranteed in writing for 27 months or 27,000 miles. And the *regular* line of Bowers batteries have been famous for top quality for over 30 years. Whichever Bowers you sell, you're positively offering every motorist "THE BEST BUY" for the money! You'll keep them "sold" by putting more *BUYING POWER* in their wallets and more *DRIVING POWER* in their cars. Get the facts today!

*Where there's more
in every deal*

BOWERS

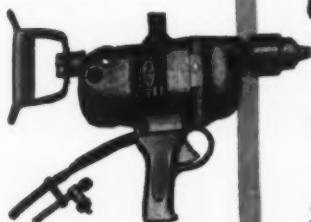
BATTERY & SPARK PLUG CO. • READING, PA.

THE INSIDE TELLS THE STORY



No. 1579
HEAVY DUTY
ELEC. DRILL 1 in.

Nos. 1525—1480 ¼ in.
HEAVY DUTY ELEC. DRILL

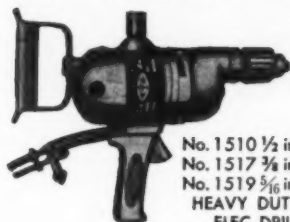


Nos. 1550-1560-1575
½ in., ¾ in., ¾ in.
HEAVY DUTY ELEC. DRILL



No. 1495
All Angle Elec. Drill ¼ in.

of **SIOUX** Quality **ELECTRIC DRILLS** BALANCED POWER STURDY CONSTRUCTION



No. 1510 ½ in.
No. 1517 ¾ in.
No. 1519 ¾ in.
HEAVY DUTY
ELEC. DRILL

- ★ Needle-roller-bearings.
- ★ Permanently lubricated.
- ★ Three-conductor cord, for ground.
- ★ Cyclone fan, increased ventilation.
- ★ Heat-treated gears to increase durability.
- ★ Durable aluminum metallic finish.
- ★ Momentary safety switch.
- ★ Oil packed and sealed.
- ★ Ball bearings.



No. 1485
Pistol Type
Elec. Drill ¼ in.



Nos. 1548, ½ in.—1541, ¾ in.
ELEC. DRILL

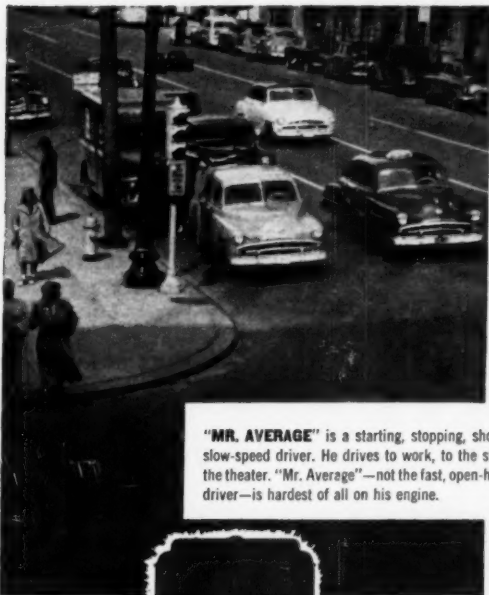


STANDARD
THE WORLD
OVER

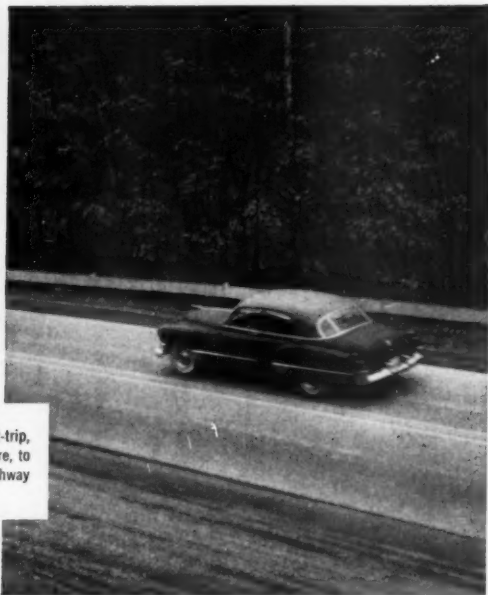
Sold only through Authorized SIOUX Distributors

LEADING OIL AND MOTOR ENGINEERS AGREE:

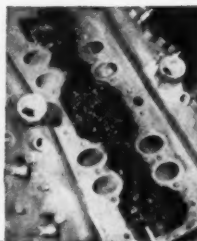
9 out of 10 MOTORISTS are



"MR. AVERAGE" is a starting, stopping, short-trip, slow-speed driver. He drives to work, to the store, to the theater. "Mr. Average"—not the fast, open-highway driver—is hardest of all on his engine.



"MR. AVERAGE" is a "Cold-Engine" Driver. Summer and winter alike his crankcase seldom really warms up. His oil is subject to excessive contamination. From the outside, dust and dirt enter through the air-intake. But more important—low speed, stop-and-start driving increases "crankcase condensation" from combustion "blow-by," creating soot, lead compounds and water . . . the most dangerous of all oil contaminants—resulting in more engine-choking sludge and more wear-producing acids.



"COLD-ENGINE" DRIVING chokes up the engine with sludge! "Cold-Engine" water-in-the-oil creates a mayonnaise-like condition which is the starting point of sludge, source of most engine operating difficulties.



"COLD-ENGINE" DRIVING causes excessive acid wear! "Cold-engine" combustion "blow-by" contains highly acidic fumes which condense in the presence of moisture and create acids—major cause of engine wear.

WALKER

OIL FILTERS

WITH PATENTED *Laminar* CONSTRUCTION

"COLD-ENGINE" DRIVERS

... victims of

Excessive Oil Contamination!

More than any other type of driver, they need Walker Oil Filters
—the oil filter designed to best protect the oil and the engine
under the most severe of all operating conditions.

● Contrary to popular opinion, it is not high-speed, long-trip driving that is hardest on engines and oil. *It is the slow speed...stop-and-start driving pattern of the average motorist.* Slow, intermittent operation leads to excessive oil contamination from combustion "blow-by" ... excessive contamination from soot and lead compounds. But even more dangerous, this kind of driving results in excessive *crankcase moisture*, the basic source of sludge formations and the source of corrosive wear-producing acids.

More than any other type of operator, the "Cold-Engine" driver needs the *total* oil protection of a Walker Oil Filter . . . for Walker Oil Filters are designed to remove not only

dust, dirt and solid abrasives, through famous 3-way filtration—but in addition, Walker Oil Filters *selectively remove water from the oil*, to prevent the formation of sludge by helping keep the moisture content of the oil below the "sludge danger zone." And by absorbing acids contained in the water it removes from the oil, the Walker Oil Filter minimizes corrosive acid wear.

Walker Oil Filters work hand-in-hand with modern lubricating oils, modern engines and today's driving conditions to offer the finest possible engine protection. Regardless of the amount of driving your customers do, give them total oil protection by installing Walker Oil Filters or Walker Replacement Cartridges.

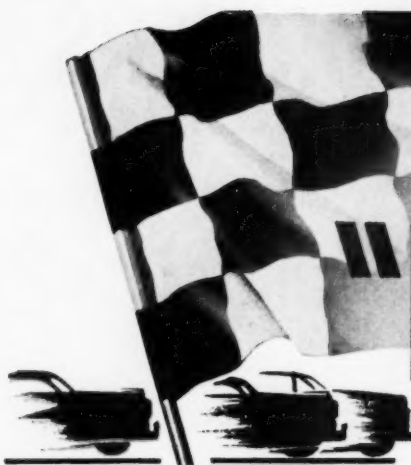
WALKER MANUFACTURING CO. OF WISCONSIN • RACINE, WISCONSIN
 Oil Filters, Exhaust Silencers, Jacks and Electric Lifts



What the Engine Puts In, Walker Takes Out

THE ENGINE PUTS IN	WALKER TAKES OUT
ROAD DUST From Engine Breathing	✓
CARBON SOOT From Engine	✓
LEAD SALTS Combustion	✓
METAL PARTICLES From Engine Wear	✓
MOISTURE From Engine "Blow-By"	✓



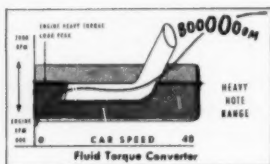


The Race for
...AND WITH

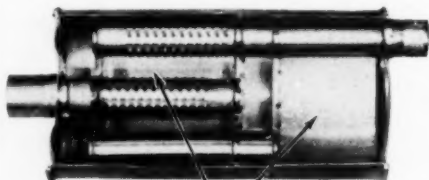
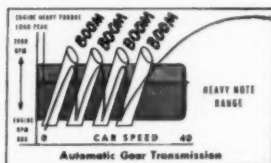
"PRECISION

OF THE EXHAUST SYSTEM

"PRECISION TUNING" SOLVES THE AUTOMATIC TRANSMISSION PROBLEM

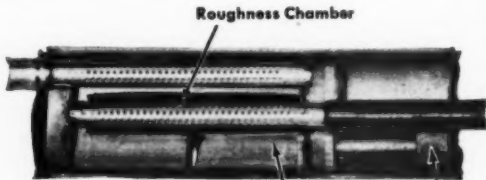


When operating at high torque (1200-1600 rpm) from 0 to 40 mph, the fluid torque converter transmission usually causes the engine to run at an approximately constant speed. This produces a sustained heavy power note. The automatic gear transmission as it passes through its gear changes creates multiple heavy power note peaks. Both are specifically controlled through Walker "Precision Tuning."



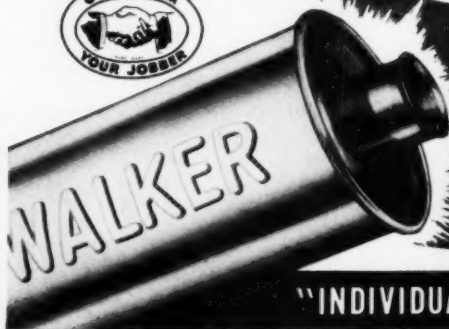
Unique design of Tuning Chamber with Volume Passage greatly reduces "Torque Converter" BOOOM.

NOTE DOUBLE WRAPPED SHELL



Tri-Flow design, Volume Tuning Passage, Tuned Resonator are all used to control Hydramatic Type Transmission "BOOOM—BOOOM—BOOOM."

NOTE ASBESTOS AND COVER



WALKER

"INDIVIDUAL TUNING"

For the millions of Fine Automobiles, Trucks and Buses in Active Service.

Horsepower is on!

IT COMES

TUNING



...THE ENGINEERING
AS AN INTEGRAL PART OF ENGINE DESIGN

A New Generation of Walker Silencers Solves the New and More Complex Problems of a New Generation of Engines and Automobiles

● Improperly designed mufflers are horsepower thieves! No longer can "yesterday's mufflers" meet even the minimum requirements of today's new standards of car performance and engine design.

More powerful engines, more intense explosions mean: heavier power notes . . . greater tail pipe roughness . . . greater muffler body and exhaust pipe noise . . . and a greater volume of exhaust gases. More automatic operation and increased flexibility through automatic transmissions mean more critical power note peaks. Greater economy and quieter, smoother ride mean rigid back pressure limitations . . . more rigid acoustical specifications.

There is no single solution, such as "trick shell construction," to these new and complex problems. Exhaust system design is now an integral part of engine design. It must comprehend and successfully meet the entire broad front of new engine performance.

To meet these new requirements, Walker offers its newest, most important development of all—*Precision Tuning*—a new generation of Walker Silencers to meet the new and more complex requirements of the new generation of engines—now and in years to come—with Walker "Individual Tuning" for the millions of "other generation" vehicles now in service.

WALKER MANUFACTURING CO. OF WISCONSIN • RACINE, WIS.

Exhaust Silencers • Jacks • Lifts • Oil Filters

SILENCERS

"PRECISION TUNING"

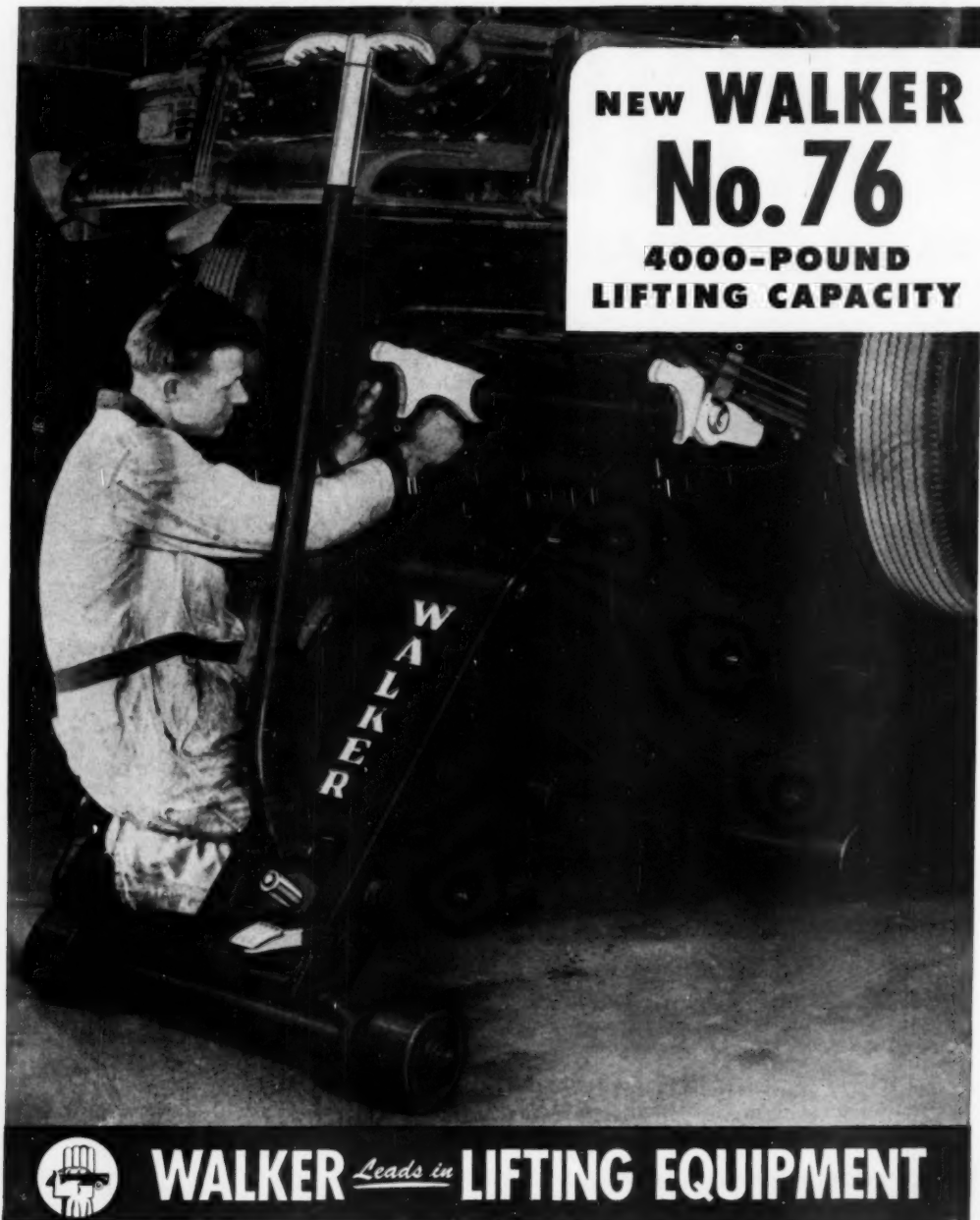
For the New Generation of Engines and Automobiles—Now and to Come

WITH "PRECISION TUNING"
YOU GIVE YOUR CUSTOMERS...




Now Walker brings you an entirely

AS EASY TO POSITION AS A JACK . . . AS SAFE AND STABLE AS A LIFT . . .



NEW WALKER
No. 76
4000-POUND
LIFTING CAPACITY

 **WALKER** *Leads in* **LIFTING EQUIPMENT**

new concept in lifting equipment!

THE FIRST COMPLETELY SELF-POWERED, PORTABLE HYDRAULIC, ONE-END LIFT

● Here's a revolutionary new development in automotive lifting equipment. Never before have you had a single piece of equipment with such wide utility.

The new Walker No. 76 saves time, saves space, increases shop efficiency. It serves all departments—it's for all types of under-car service—it brings new safety, new convenience, improved working conditions into every shop.

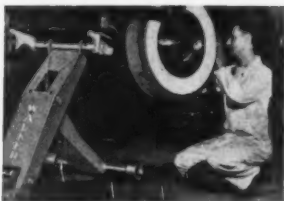
No. 76 is fully self-powered by a great new "Synchro-Lock" hydraulic unit. You can move it to any part of the building or to another building. You can raise either front or rear end with ease. You have an entirely new range of under-car working heights—convenient, fatigue-free working heights. You can use it as

an extra lift for many operations where a complete lift installation would be impractical or unnecessarily expensive.

Walker No. 76 is, truly, the safest thing on wheels. Its "Sure-Grip" universal lifting arms... its "Hydraulic Boom" action... and its many other exclusive Walker engineering features provide greater utility, greater safety, greater strength than any other movable lifting equipment.

No. 76 is the beginning of a new classification in automotive lifting equipment—an opportunity for you to change obsolete shop practices—an opportunity for a completely modern, completely efficient service shop. Ask your Walker Jobber.

THE MOST IMPORTANT DEVELOPMENT SINCE JACKS ON WHEELS



NEW "Fatigue-Free" Working Height Improves Mechanic Productivity

Uncomfortable, inefficient, flat-on-your-back creeper days are over. Now you can raise the "job" to a maximum height of 46½"—almost four feet—bringing a new freedom of working conditions to a wide range of service jobs.



NEW "Pyramid" Stability Provides Safe, Rigid Working Conditions

The load rests as though it were on the peak of a pyramid, with a base of 32" x 46". Strong, sure-grip lifting arms reach out 23½"—to prevent side-sway, to hold the load rigidly, securely, positively, beyond the center-balance point.



NEW "Synchro-Lock" Safety Assures Positive Protection at All Times

Hydraulic unit automatically synchronizes a positive mechanical safety lock with its own hydraulic operation—providing complete protection of the load and the operator at all times. Adequate margins of safety are engineered into the sturdy chassis and lifting boom.

**ANOTHER
WALKER
SERVICE-
SPEEDER!**

SENSATIONAL NEW AUTOMATIC TRANSMISSION JACK WALKER **UNI-CRADLE** NO. 44

The new Walker UNI-CRADLE combines all of the movements necessary to service all automatic transmissions, including Chevrolet "Powerglide." It's precision engineered in every detail for service floor operation and makes automatic transmission service a practical, safe, one-man job.

No handling of the transmission itself is necessary, eliminating possible damage. Actual service tests show amazing savings in time and labor with Walker UNI-CRADLE.

- "AXIS-CENTER" ROTATION
Accurate, more positive alignment
- "BOMB-SIGHT" CONTROLS
Permits close tolerance "inching" into position
- 92° TILTING ARC
Greater ease in removal and installation
- "ALL-TRANSMISSION" CRADLE
Makes servicing faster, safer, easier



(PATENT APPLIED FOR)

WALKER MANUFACTURING CO. OF WISCONSIN • RACINE, WISCONSIN

Makers of Walker Jacks, Exhaust Silencers, Oil Filters, Electric Lifts

R-M SUPER FLASH-SAND

*Autobody
Primer-Surfacer*



R-M Super Flash-Sand is available in Red, Light Gray or Dark Gray.

- 1 Excellent workability and fast drying helps keep refinishing operations moving.
- 2 Only light, easy sanding required. (Many experienced refinishing men are referring to this amazing undercoat as the "Lazy man's primer surfacer.")
- 3 The excellent filling and holdout of R-M Super Flash-Sand keeps final coats on the surface where they belong. A full, glossy finish is assured.
- 4 Reduces two parts of thinner to one part of Flash-Sand. Ask your R-M jobber.

RINSHED-MASON Co.

5935 MILFORD AVE., DETROIT 10, MICH.
1244 N. LEMON ST., ANAHEIM, CALIF.
In Canada: Standard Paint & Varnish Co., Ltd., Windsor, Ont.



Manufacturers of passenger and commercial car lacquers, enamels, primers, surfacers, tinting colors, thinners, removers, rubbing compounds, etc.

Car manufacturers say it...
 Brake lining companies say it...
 Good lube stations say it...
 Top mechanics say it...
 Fleet owners say it...



"Whenever you take out an oil seal,
 always replace it with a new one..."

With National service stocks, you have the right seals when, where you need them. Cabinet comes with the deal, jobber keeps stock up. Stocks "tailored" for different needs. Ask your jobber, today!

Service stocks to fit your needs



#5512 For lube stations, 58 popular front wheel seals

#5511 For garages, 114 fast-moving front, rear seals



Support this industry-wide program

...and be sure the new seal is a National!

Say you're working on a big fleet unit. You'll do a better, more dependable job, save shop time and help guard against roadside breakdowns. (Same goes for private cars—plus which new seals are an easy source of more profit at no extra work.) Whatever job you're on—play it safe. Replace with new National Oil Seals—every time!

NATIONAL MOTOR BEARING CO., INC.

General Offices: Redwood City, Calif. Plants: Redwood City, Calif.; Van Wert, Ohio

2396

NATIONAL
 OIL AND GREASE SEALS

Approved original equipment for all cars, trucks, buses and tractors

Freedom to Sell is Freedom to us All



Eight decades ago 70% of all gainful workers in the U. S. A. toiled in agriculture. Today farms and factories, put together, account for less than 40%.

Where do the rest serve? Chiefly in distribution, which includes the physical movement of products to buyers, and all forms of selling, advertising and sales promotion at the manufacturing, wholesale and retail levels, as well as the widely varied services related to the maintenance and use of American products.

With over 60% of our total labor force falling outside of farm and factory employment, obviously salesmen on the front line of selling contribute greatly to the productivity, prosperity and the world's highest standard of living enjoyed by the U. S. A.

Without sales a business fails and jobs vanish. No matter how good a product may be, it must be sold in competition with other goods. A salesman sometimes finds his products not truly competitive. He then exercises tremendous pressures on his employer for better products, lower prices, or both. Thus, competitive selling greatly influences the progress of American prosperity.

Countries where selling is inefficient, restricted or eliminated generate far less wealth, happiness and security.

Competition, especially competitive selling, is a great American Freedom. Let us preserve it to assure Progress For All Our People.

This report on PROGRESS-FOR-PEOPLE is published by this magazine in cooperation with National Business Publications, Inc., as a public service. This material, including illustration, may be used, with or without credit, in plant city advertisements, employee publications, house organs, speeches, or in any other manner.

THE COMPETITIVE SYSTEM DELIVERS THE MOST TO THE GREATEST NUMBER OF PEOPLE

The Ford Owners have sure discovered my shop!



**I'm getting more of their business
since I hung my Genuine Ford Parts sign!**

The Genuine Ford Parts sign is a symbol of good service to Ford owners the country over! They know that Genuine Ford Parts are available through the garages and service stations that display it. And now that this sign is being backed up by hard-hitting advertising in LIFE and many other magazines, it will mean even more business than ever!

Let's Get Acquainted

Your Ford Dealer wants to get acquainted with you. He wants to help you with your parts problems. Drop in and see him for some helpful, parts-selling hints.

FIND OUT HOW YOU CAN GET THIS SIGN!

MAIL THIS COUPON NOW!

PARTS AND SERVICE SALES DEPARTMENT

Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME _____

INDIVIDUAL'S NAME _____

ADDRESS _____

CITY _____ STATE _____

BONG BONG

BONG

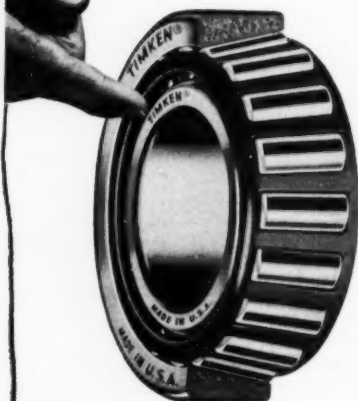


Want to ring the bell
with customers?

If you want customers spreading the word about your high quality service, be sure to let them know you use the best replacement parts. When you install a new tapered roller bearing, always point out the trade-mark "Timken®". Customers know it stands for quality and top bearing performance.



Just tell 'em it's "TIMKEN®"



TIMKEN bearings are rated first choice for original equipment by leading car manufacturers. That's because Timken bearings have: 1) advanced design, 2) special analysis steels, 3) precision manufacture, 4) complete quality control. It will pay you to make sure all the tapered roller bearings you use for replacement are marked "Timken". **FREE BOOKLET!** Send today for "Timken Tapered Roller Bearings, Their Care and Maintenance" to Dept. JAS-10, The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO."

TIMKEN **TAPERED
ROLLER
BEARINGS**

TRADE-MARK REG. U. S. PAT. OFF.

NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER □ BEARING TAKES RADIAL AND THRUST — LOADS ON ANY COMBINATION



SEALTIGHT INSULATORS

Sealtights give you these advantages!

**QUICKER STARTING!
IN ANY WEATHER**



**NO STALLING!
IN INCLEMENT WEATHER**



**GREATER GAS ECONOMY!
GAINED BY
PERFECT
FIRING**



**STOP HARMFUL ARCING
PREVENTS ELECTRICAL LOSSES**



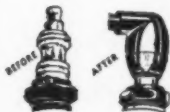
**HORSEPOWER INCREASED
FROM 4 TO 12%—AS SHOWN
BY DYNAMOMETER TESTS**



**NO DROWN OUTS!
DRIVE THRU PUDDLES
WITHOUT STALLING**

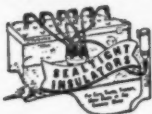


REDUCES PLUG MAINTENANCE



Dirt on plug collects moisture,
causes hard starting or missing

**EASY TO INSTALL!
COMPLETE SET INSTALLED IN
LESS THAN 15 MINUTES**



EASY TO TIME!



Model RL18

Model PN2

The Finest Insulators Money Can Buy!

WHEN YOU SELL **SEALTIGHTS** YOU SELL THE BEST

**SEALED! FOR YOUR
PROTECTION AND
BETTER MOTOR
PERFORMANCE**

KEEP MOISTURE AND
DIRT OUT OF SPARK
PLUGS, DISTRIBUTOR,
COIL AND MAGNETO.



SEALTIGHTS are available for every car, truck, tractor, bus, boat or any gas motor

SEALTIGHTS SEAL! SEALTIGHTS SELL!

Only SEALTIGHTS Offer You A Complete Line of Insulators

SEALTIGHT CORPORATION

CEDAR RAPIDS, IOWA, U.S.A.



you'll kick yourself Nov. 4

if you don't register now

No doubt about it. This is going to be the most exciting—the most important—election in years and you won't want to be left out. But you won't be able to do a thing about it—*unless* you are registered.

That goes for all your relatives and friends and neighbors, too. So help them as you help yourself.

Find out **WHEN, WHERE, and HOW** to register. Then pass the information along to all your friends. It's easy to get. Just call your local office in charge of elections, your City Hall or County Court House. Do it today! If you don't you'll kick yourself for passing up the chance to have your say on election day.

John
BEAN PECO



SKID-DEFIER*

NEW CAR DEALERS

Make tire de-skidding an extra value on every new car.



GARAGES



Sell "Skid - Defier" service with brake, alignment, balancing or tire repair jobs.

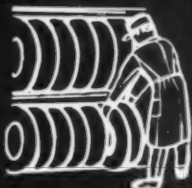
SERVICE STATIONS



Suggest de-skidding service with every tire and lubrication job.

TIRE DEALERS

Convert conventional new tires to safe, longer wearing, "Skid-Defied" tires.



RECAPPERS

Add sales appeal to your recaps by "Skid-Defying."



**EARN *New* PROFITS
WITH TIRE DE-SKIDDING**

GET FULL INFORMATION FROM
YOUR JOHN BEAN JOBBER

JOHN BEAN DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION
LANSING 4, MICHIGAN



WHEEL ALIGNERS AND CORRECTION TOOLS • WHEEL BALANCERS AND BALANCING TOOLS • WEIGHTS • STEAM CLEANERS • CAR WASHERS • HEADLIGHT TESTERS

*TRADE MARK

Rubbermaid® KAR-RUGS



**America's
Fastest Selling
Auto Accessory Is
HOTTER THAN EVER!**

More cars on the road than ever before — more "care for your car" interest — more potential buyers that **READ** about and **WANT** Kar-Rugs. Kar-Rugs are *your* fast turnover line for big volume accessory sales. They have utility — beautiful color attraction — economical low prices. For that *extra* profit concentrate on Kar-Rugs. Kar-Rugs have a volume market, and the merchandising program to enable you to really cash-in on this profit opportunity. Don't wait — start getting your share now!

Win valuable prizes in the
KAR-RUG PRIZE AWARD PLAN

... Ask Your Jobber for Complete Details.

NEW!

DESERT TAN COLOR

Kar-Rugs continue to set the pace, offering car owners the largest selection of beautiful, rich colors for today's modern automobiles.

Silver Grey
Cocoa Brown
Forest Green
Midnight Black
Burgundy Red
Royal Blue
Desert Tan



**Sales
Proven
Display**

A compact attention-getting display that carries a complete size and color assortment. Gets Kar-Rugs out front where customers see them—and buy them. This display in a prominent traffic spot will produce fast sales turnover.

W!

NEW!

LOW PRICES

Now you can offer quality, nationally-known Kar-Rugs at these new, low, popular prices. You make maximum profit margin.

- No. 1452 Size 16"x18" **\$1³⁹**
Retail
- No. 1454 Size 18"x21"
No. 1455 Size 15"x25" **\$1⁷⁹**
Retail
- No. 1459 Size 18"x26" **\$2¹⁹**
Retail



ONLY Genuine Rubbermaid Kar-Rugs have this exclusive cross-hrib diamond design. Give your customers the best in rich colors, engineered sizes and long wear-resistant qualities. Sell them genuine KAR-RUGS.

THE WOOSTER RUBBER CO. • WOOSTER, OHIO



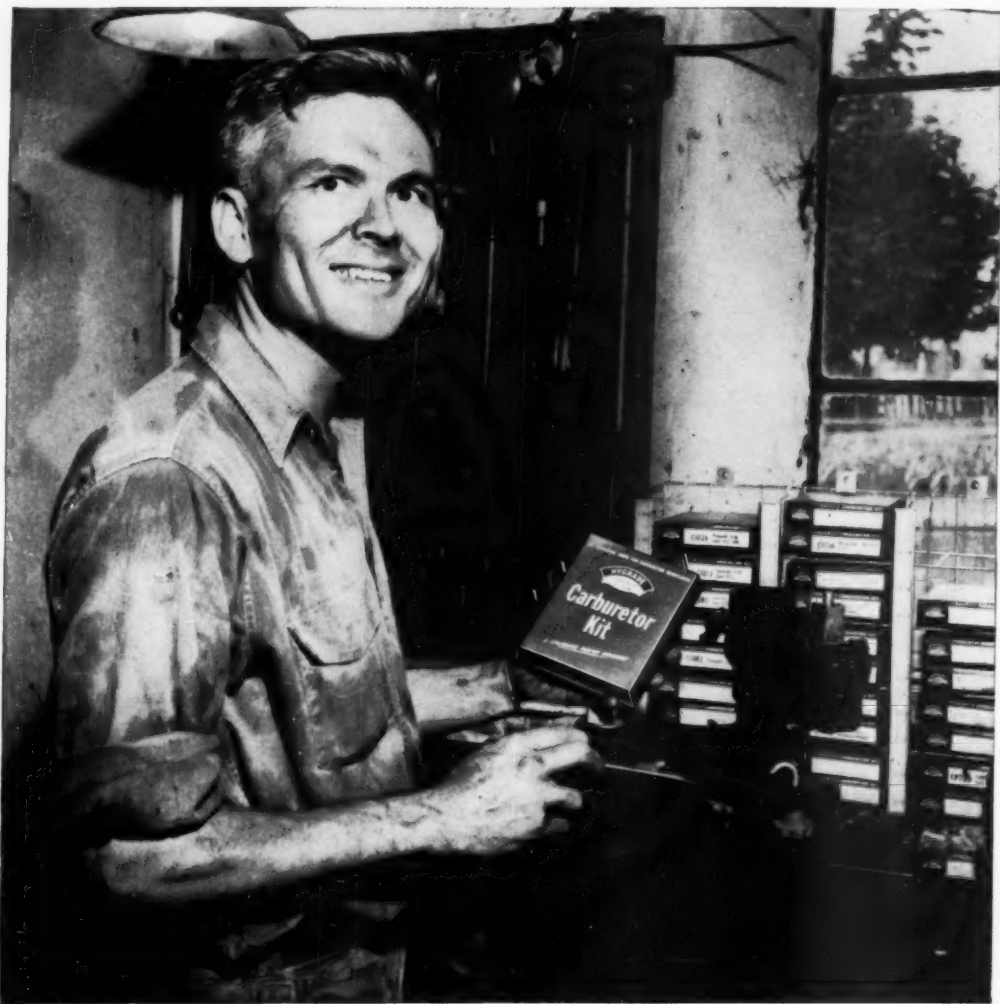
NEW!

Big Advertising Program!

Starts off with 4-COLOR AD IN OCTOBER 4th POST telling millions of car owners to buy genuine RUBBERMAID Kar-Rugs from YOU.

To Cash-in — tie-in with Kar-Rugs

Let car owners know you're Kar-Rug headquarters. Display Kar-Rugs — suggest Kar-Rugs — sales results prove that Kar-Rugs can make extra profit for you.



"HYGRADE UPS INQUIRIES ALMOST 1000%"

"Since I got my HYGRADE Carburetor Department rolling I've had almost 10 times more inquiries for tune-ups and carburetor work," says Jim McGowan who runs a busy two-man shop in Crum Lynne, Pa. "The big HYGRADE streamers and pennants, the kits, and the HYGRADE carburetor manual have really helped my shop to become one of the top carburetor outfits in town."

Jim is one of the many top mechanics boosting HYGRADE products — fuel filters, fuel pumps and kits, and speedometer cables and casings. Try HYGRADE — see for yourself why it's a nationally accepted line. Write HYGRADE PRODUCTS DIVISION, Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

HYGRADE FUEL PUMPS & KITS • CARBURETOR KITS



FUEL FILTERS • SPEEDOMETER CABLES & CASINGS

To The Man Who Wants A Real Opportunity ***FOR YEAR-ROUND PROFIT***



AERO-ACE



AERO-WING

EXCLUSIVE

4-WHEEL-DRIVE VEHICLES

These vehicles not only expand your market potential—they provide an *extra* selling season. When bad weather slows down normal sales of other products, that's the time when Willys 4-Wheel-Drive vehicles sell best. What's more, prospects for these vehicles *must* deal with you—as a Willys dealer.

Willys
**OFFERS TRULY
BROAD MARKET
COVERAGE**



AERO-LARK



DELUXE STATION WAGON



4-WHEEL-DRIVE STATION WAGON



UNIVERSAL JEEP



4-WHEEL-DRIVE TRUCK



SEDAN DELIVERY
2 or 4-WHEEL DRIVE

**AN OUTSTANDING LINE
OF PASSENGER CARS**

Willys dealers have a solid place in the passenger-car market with a line that has wide appeal. The Aero Willys offers more desirable features—*sales points*—than the popular-priced car field has ever before known. And, the Willys Station Wagon has long been a leader in sales for family and business use.

... If You Are The Man—

you know from experience that here, indeed, is *true* market coverage. It's year-around coverage, too. With a line so varied and complete, the opportunities offered by the Willys Franchise are almost unlimited. We earnestly believe that no other franchise holds more possibilities for an ambitious, qualified dealer.

The number of open points are limited but each offers a great future for the right man. For complete details, fill out and mail the coupon today.

General Sales Manager

Willys-Overland Motors, Inc.

Toledo 1, Ohio

Without obligation, please have a representative call and give me full information about the Willys Franchise.

Name

Address

City & State

Business Position

everything hangs on the fan belt!



Thermoid pre-stretched fan belts
are "A horse of a different color"



Yes, *everything* hangs on the fan belt: cooling, lighting, and ignition systems—and your profits!

When a broken fan belt leaves one of your customers stranded on the road, he doesn't blame the fan belt—he blames *you*! So, make it a point to remind your customers that automotive engineers say a fan belt should be replaced every two years—or every 20,000 miles.

Make your replacements with Thermoid Fan Belts. Better fit means easier installation. What's more, they are pre-stretched to assure *lasting* fit. Thermoid Fan Belts don't stretch in service. Because they never slip, they last longer—give more dependable service.

Make it a practice to show your customers the advantages of replacing a worn or stretched fan belt *before* it fails. And make replacements with Thermoid Fan Belts.

Thermoid

Thermoid Company • Trenton, New Jersey

Brake Linings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment.

the most complete line in the business!



● The *right* part for every car or truck—that's old stuff in some parts lines. But it's *new* in thermostats . . . and Thomson has it! The Thomson line is the most complete in the business . . . 65 first-quality numbers . . . coverage of practically every car, truck, tractor, bus and engine on the road today. If you're going to sell thermo-

stats, doesn't it make sense that you should sell the one line that covers them all . . . THOMSON!

STANDARD-THOMSON CORPORATION
DAYTON 2, OHIO



Used as original
equipment by major
car manufacturers



"Advance 141 Tire Sheen Makes Every Wash Job a Business Builder for Me!"



Says

W. H. SAUNDERS,

*Super Service Station owner
in Spartanburg, South Carolina*



YOU GET A MONEY-BACK GUARANTEE ON EVERY ADVANCE CENTURY PRODUCT

No. 761 Car Foam
No. 664 Rubber Wax
No. 777 White Tire Paint
No. 555 White Sidewall Cleaner
No. 444 Dual Cleaner
No. 353 Insect Remover
No. 666 Neutral Wax
No. 400 Rubber Renewer
No. 500 Upholstery Cleaner
No. 999 Mat Magic

THIS TIRE DRESSING GIVES A "NEW TIRE LOOK" THAT DOESN'T WASH OFF OR TURN BROWN . . .

A good finished wash job brings customers back—not only for more wash jobs, but for profitable grease jobs and oil changes, too. That's why I give my customers this 'super' treatment for their tires with **ADVANCE 141 TIRE SHEEN** with every wash job."

* * *

Take a tip from W. H. Saunders and give your customers this extra service that brings customers back often.

ADVANCE 141 TIRE SHEEN is an easy-to-use tire dressing, and it costs only a few pennies per wash job. Guaranteed not to come off, check or turn brown . . . a mighty good investment in super service.

ORDER ADVANCE 141 TIRE SHEEN FROM YOUR JOBBER TODAY!

Available in quarts, gallons and 55 gallon drums.

ADVANCE CENTURY MFG. CO.

P. O. Box 781

Greenville 1, South Carolina

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1952



I Compared Wrenches

... and discovered that choosing
BLACKHAWK makes a surprising difference



**BLACKHAWK WRENCHES
ACTUALLY HELP ME
BEAT FLAT RATES**

Here's just one of many reasons why you work faster! New "Bald-Headed" Ratchets (above) have *extremely* small heads... the extra clearance means *more speed* in tight spots. Other exclusives in Blackhawk's line give you added *leverage*, protection for your knuckles and hands, extra *utility* per tool and less *fatigue*.



**BEST LOOKING
BY FAR!
BUILDS MY
REPUTATION**

Lay a Blackhawk wrench next to an ordinary tool—You'll spot the difference in a flash! And that difference marks the Blackhawk user a *better man*. No ugly cross-knurls—beautiful grips wipe clean. Shapely, slenderized designs are *absolutely unequalled*! Sparkling finishes. Attractive steel chests are well planned for fast tool pick-up.



**THESE WERE DESIGNED
FOR AUTOMOTIVE
MECHANICS**

Blackhawk pays special attention to automotive men! Here's proof! Popular *automotive* sizes on Hexite Open Ends are *properly teamed*. There's less stopping to pick up another wrench. Also, you don't have to buy as many wrenches. Further—they're *slimmer*, *trimmer*, *tougher* than any other Open End wrenches on the market.



**FIT FOR A KING...
BUT THEY COST YOU
NOTHING EXTRA**

You pay no more and usually less for Blackhawk tools! Yet—you get selected alloy steels that permit better balance, lighter weight, greater strength! Longer life and far less breakage *cut your costs*—eliminate work interruptions. Many other exclusives (such as "Thumb-Release" LOCK-ON) make Blackhawk far superior!

Compare Quality—Compare Price! Why pay as much or more for tools that can't hold a candle to Blackhawk Wrenches? Buy these *professional* wrenches from leading jobbers everywhere. A product of Blackhawk Mfg. Co., Dept. W4102, Milwaukee 1, Wis.

BLACKHAWK

HYDRAULIC JACKS • PORTO-POWER • WRENCHES • TORQUE INDICATORS

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1952

IT'S EASY TO GET STARTED WITH **MORaine** ENGINE BEARINGS

... The Bearings with a Pre-Sold
Multi-Million Car
Market!



IT'S EASY TO GET STARTED WITH ANY OF THESE UNITED MOTORS LINES

DELCO Batteries
AC Gauges, Speedometers
and Rebuilt Fuel Pumps
SAGINAW Jacks
MORaine Engine Bearings
DELCO Radio Parts
ROCHESTER Cigar Lighters
HYATT Roller Bearings
INLITE Brake Lining
HARRISON Heaters
GUIDE Lamps
DELCO Clocks
NEW DEPARTURE Ball Bearings
DELCO Shock Absorbers
DELCO-REMY Starting, Lighting &
Ignition
MORaine Gasoline Filters
HARRISON Thermostats
KLAXON Horns
HARRISON Radiators
ROCHESTER Carburetors
DELCO Hydraulic Brakes

It's easy to get started with Moraine engine bearings . . . easy to get a good volume right from the start. Moraine is the original equipment line . . . the replacement line made to original equipment specifications.

LOOK AT THE MARKET!

Moraine engine bearings for replacement offer 1952 bearing performance to over 40 million cars and trucks—three out of every four cars and trucks that pass your door!

THE MODERN BEARING—DUREX-100!

Moraine makes Durex-100—a superior bearing—both for original equipment and for replacement. Steel-backed middle layer (or matrix) of porous copper-nickel is bonded mechanically and metallurgically with the babbitt overlay to give Durex-100 increased embedability and greater resistance to fatigue. Durex-100 is the modern bearing.

GET STARTED NOW!

It's easy to get started with Moraine . . . right now! Contact your nearby United Motors bearing distributor. He can tell you in a few minutes why Moraine engine bearings are profitable for you to handle.

MORaine ENGINE BEARINGS

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE



Sure I'm "burned up"! And Friction did it!



Friction! Fighting Friction! It's good business, not business for car dealers. That's all I'd been hearing from this Alemite salesman. Well, this time he offered to run a movie with facts, figures — the whole story. "How about calling a meeting," he asked. "Let your entire organization sit in as judge and jury." I gave in. I couldn't refuse. This would be good.



It Was Plenty Good! Best presentation on car dealer service business we'd ever seen. It tackled the one big problem we faced constantly: getting customers in and keeping them coming back for steady, profitable service. Friction—the major threat to car life — was the answer. Regular lubrication the key . . . forging a solid link with customers . . . holding them to us month after month.



Here's Why I'm "Burned Up"! Since adopting Alemite plans and services, our customer return has increased 27%. Our service volume is up across the board. Alemite advertising? It's not only seen by our customers. They come in and talk about it. Naturally, when I think of all we've missed not fighting friction with Alemite, I get plenty burned up. Anyone would. Wouldn't you?

this case is typical!

One more example of how dealers all over the country are "cashing-in" on the Alemite "Magnet Plan." Making their Service and Parts Department pay as much as 84% of their overhead with Alemite "Magnet Plan" features. Want the facts? Call your Alemite distributor. Or mail this coupon now!

ALEMITE



ACT NOW! JUDGE FOR YOURSELF!

See how the Alemite "Magnet Plan" can help you cover your fixed overhead—improve your trading position. No obligation. Mail coupon today! Alemite, Dept. M-102, 1826 Diversey Pkwy., Chicago 14, Illinois

- ☐ Send us complete information on the "Magnet Plan"
- ☐ We would like to arrange a showing of your Hollywood movie "It's The Come-BACK That Counts!"

Name

Address

City Zone State



W. H. Lawrence

PARTNER & OWNER
MAXWELL MOTOR SUPPLY CO.
STOCKTON, CALIFORNIA

"SINCE dealers are the backbone of our business, we're happy to have a line like Auto-Lite Batteries that helps get us the aggressive dealers we need to keep growing," says W. L. Maxwell, Jr.

"When we show dealers the Auto-Lite Battery original equipment replacement market, plus a national television and radio show, plus a strong national and

farm magazine advertising campaign and 'Operator 25' Service—they can't very well resist.

"And when they learn that they can sell more of the premium-profit 'Sta-ful' Batteries, we're well on our way to closing another dealer account for everything we handle."



AUTO-LITE BATTERIES



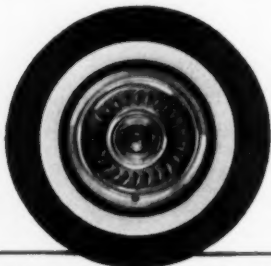
Lyon

STAINLESS STEEL
AERODISK*
WHEEL COVERS



© Lyon, Inc.

THEY'RE NEW • THEY'RE SPECTACULAR • THEY'RE FUNCTIONAL



Here is the newest and smartest wheel accessory on the market. Striking appearance when the car is standing and sparkling beauty when the wheels are in motion.

LIST PRICE

\$17⁹⁵

SET OF FOUR
Slightly Higher West of the Rockies

AERODISKS are a substantial profit item for any garage, service station or accessory dealer. These covers take little room to stock, are easy to display, and the inventory cost is low. *AERODISKS* have been acclaimed by jobbers and dealers alike as a top-flight addition to any accessory program.

ORDER from your oil or tire jobber, or write us for the name of your nearest Lyon distributor.

**YOU'LL MAKE
EXTRA PROFITS WITH
AERODISKS**

QUALITY PRODUCT • EASY TO SELL • FULL PROFIT

Stainless steel construction makes *AERODISKS* light in weight, exceptionally strong and permanently beautiful.

AERODISKS can be easily displayed on any 15" tire and can be demonstrated on the customer's own car in a few seconds.

One type and size results in rapid turnover. The low price permits *AERODISKS* to be sold at list for maximum profits.

LYON INCORPORATED

13881 W. CHICAGO BOULEVARD • DETROIT 28, MICHIGAN

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1952

it is more than a Brake System...

it's their

SAFETY
SYSTEM



Motorists buy brake lining to stop their cars safely. And they depend on you to supply it.

American Brakeblok, the *safety* brake lining, is your answer. It's built to respond instantly, dependably, under every driving condition.

It maintains maximum efficiency throughout its life. Gives the same safe, smooth, quick stops, when worn to the last few thousandths as when new.

American Brakeblok lasts longer, requires fewer adjustments. Gives an ideal pedal, neither too hard nor too soft.

Protect your customers. Save lives and property. And make a full profit. Recommend and install American Brakeblok, the *safety* brake lining. Phone your local American Brakeblok jobber.

Protect them with

American
Brakeblok

THE SAFETY BRAKE LINING

Brake Shoe

AMERICAN BRAKEBLOK DIVISION
DETROIT 9, MICHIGAN

TO THE TOP

W. A. STRANAHAN, PRESIDENT
P. O. CHAMPION SPARK PLUGS

CHAMPION SPARK PLUG COMPANY

PLYMOUTH ENGLAND — PARIS FRANCE — WINDSOR CANADA

TOLEDO 1, OHIO, U.S.A.

October 1st, 1952

Dear Champion Dealer:

This month we'd like to tell you how Champion plans to help you step up your profits and keep your cash register ringing.

We're going to shoot with the grand poster you see on the right. It's loaded with attention-getting human interest and will appear in the major magazines listed beside it.

In addition, it will be featured throughout November in compelling sales messages via television in 29 metropolitan markets, with a weekly audience of 12 million.

Make our advertising your advertising. Display the poster — call the customer's attention to your ad in current magazines — and then ask him to let you get his car set for winter.

Next month we're going to tell you all about a new program which we've tested and found to be a real producer of spark plug sales and profits. See you then.

Best regards,

Jim L

P.S.: Grit, the small town weekly newspaper, just completed a consumer survey showing the preference for Champions at 65.5% — next highest 12.5%. This preferred position is substantially the same in every survey we've ever seen.



DEALERS *IN THE NATION*

POST
•
LIFE
•
COLLIER'S

•
TIME

•
NEWS-
WEEK

•
AMERICAN
MAGAZINE

•
BETTER
HOMES AND
GARDENS

•
AMERICAN
LEGION

•
PATH-
FINDER

•
GRIT

LOOK OUT *for Winter*

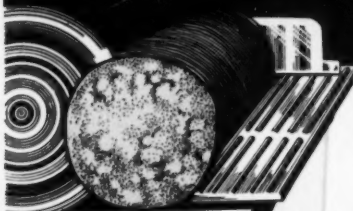


AMERICA'S FAVORITE

CHAMPION

SPARK PLUGS

IT'S JUST "BOLONEY"



NICKEL

SILVER

CHROMIUM

CADMIUM

PLUTONIUM

PENICILLIN

BOLONEY is just BOLONEY. You can cut it thick and pile it high; you can slice it thin and spread it out—it's still just BOLONEY. You can cover it with tasty dressings or smother it with mayonnaise—no matter what the camouflage—everyone knows it's just BOLONEY.

The LAHER STAFF of RESEARCH ENGINEERS have pioneered many of the IMPROVEMENTS in storage battery design and construction. They build batteries with plenty of the materials it takes to make a REAL BATTERY. They have no truck with substitutes for LEAD and OXIDE. That's why LAHER BATTERIES are famous for their "EXTRA POWER" and LONG LIFE.

The real "PHENOMENON" in LAHER batteries is the EXTRA POWER—due to extra weight—MORE OXIDE and LEAD—up to five pounds more per battery—WEIGH and COMPARE—OXIDE is POWER. TRY THEM! PROVE IT!



*"The Battery
with Nine Lives"*



MANUFACTURED BY **LAHER BATTERY PRODUCTION CORP.**

EASTERN HEADQUARTERS • 2131 LOCUST STREET • ST. LOUIS, MISSOURI
SOUTHERN HEADQUARTERS • 300 MADISON AVE. • MEMPHIS, TENNESSEE Los Angeles San Francisco Sacramento
WESTERN HEADQUARTERS • 2615 MAGNOLIA ST. • OAKLAND, CALIFORNIA
KANSAS CITY, 1630 MCGEE STREET • FORT WORTH, 910 FLORENCE STREET Portland Seattle Spokane Salt Lake City

GET IT FROM YOUR JOBBER-DISTRIBUTOR

HUDSON DEALERS

*have a One-Two profit punch
with a haymaker coming up!*



The fabulous Hudson Hornet—It's America's glamour car, with a phenomenal stock-car race record. Almost a million people have cheered Hudson Hornets on to 38 victories in 45 starts, a record no other car can even approach. People everywhere are discovering that the car of proven stamina, safety and performance is the car they want in their garages.

The spectacular Hudson Wasp—Lower-priced running mate for the Hornet is a closing-room favorite with Hudson salesmen. This top performer, like all Hudsons, has more exclusive features to sell than any other car.

And here's the haymaker coming up!

Hudson's new, low-price wonder car—There's never been anything like it before! It's a sure-fire sensation, with thrilling pickup and velvet-smooth power. It brings fabulous Hudson Hornet performance, luxury and durability to the low-price field.

Possible only because of exclusive "step-down" design, this compact wonder car rides smoother, hugs the road tighter and is safer than anything except another Hudson.

It seats six comfortably and has the quality features

and conveniences of cars costing thousands more.

If you want action and a profitable operation right now, look into a Hudson franchise *today!*

A few choice dealer franchises are still available. For full and confidential information on the Hudson franchise and advance details on the new, low-price wonder car, send in this coupon now!

C. A. J. Hadley, Sales Manager
Hudson Motor Car Company
Detroit 14, Michigan

Send me complete information on the Hudson dealer franchise and advance details on the new wonder car. I understand that all such information is to be confidential.

Name

Address

City & State

Business Position

EXTRA WEAR NO EXTRA



Extra wear life because Leak-Proof rings are *Altinized*...which means they prevent scuffing and premature wear. *Altinizing* is a natural bearing material which assures quick seating due to its built-in lubricating qualities.

Remember: you get this extra wear life at NO extra cost...and only McQuay-Norris rings are *Altinized*.

McQuay-Norris Manufacturing Company
St. Louis 10, Missouri



McQUAY - NORRIS
LEAK-PROOF
REG. U.S. PAT. OFF.
PISTON RINGS

*Made for the
Toughies!*

**THIS SET WILL OUTPERFORM
"HARD TO HOLD" JOBS**

LIFE AT COST!



**CHROME
CONTROL**
LEAK-PROOF
REG. U. S. PAT. OFF.
PISTON RINGS

with the
NEW "400" OIL RING

**ANY OTHER PISTON RING SET IN THE
REGARDLESS OF KIND, DESIGN OR PRICE**

FOR *Positive*
Performance.



**MoPAR BATTERIES
FIT MOST VEHICLES**

For specific information on the use of MoPAR Chrysler-Engineered batteries inquire about application chart from any Plymouth, Dodge, DeSoto or Chrysler dealer.

CHRYSLER CORPORATION • PARTS

Longer Life



Use always-dependable

MOPAR

Chrysler-Engineered

BATTERIES

Approximately one out of every two vehicles in use today will require a new battery this winter. So get ready *now* for this multi-million dollar battery season by stocking and featuring MOPAR batteries.

MOPAR batteries are engineered especially for Plymouth, Dodge, De Soto and Chrysler cars and Dodge "Job-Rated" trucks by the same men who designed and built these vehicles. They're scientifically constructed to maintain *plus* power over maximum periods of time, at minimum cost. And their positive per-

formance is assured by constant production checks, careful laboratory and pre-shipment inspections and factory-fresh delivery.

There's a wide range of dependable, long-lasting MOPAR batteries for every car and truck need—from 80 amp.-hrs. to 135 amp.-hrs. capacity. Estimate your battery needs for the coming busy season now . . . and place your order early. You can get MOPAR batteries from any Plymouth, Dodge, De Soto or Chrysler dealer and from many general service and repair shops.



DIVISION • DETROIT 31, MICHIGAN

These Products have Acceptance

Packard
REG. U.S. PAT. OFF.
TRADE MARK

Packard Electric Division, General Motors Corporation
Warren, Ohio

**FOREMOST BUILDER OF
AUTOMOTIVE AND AVIATION WIRING**



PACKARD LOW-TENSION CABLE

As with Packard's other products, Packard low-tension cable is used as original equipment on more cars, trucks, buses and tractors than cable of any other make. Packard's "249 Compound" insulation, by every laboratory test and by the test of long, hard usage, has exceptional resistance to heat, oil, chemicals and abrasion.



PACKARD IGNITION CABLE

Long considered the "standard of the automotive industry," Packard high-tension cable is used as original equipment on more cars, trucks, buses and tractors than cable of any other make. Packard FOUR-FORTY and Packard LAC-KARD ignition cable are designed to deliver balanced performance in every make and model car, truck, bus and tractor in operation today.

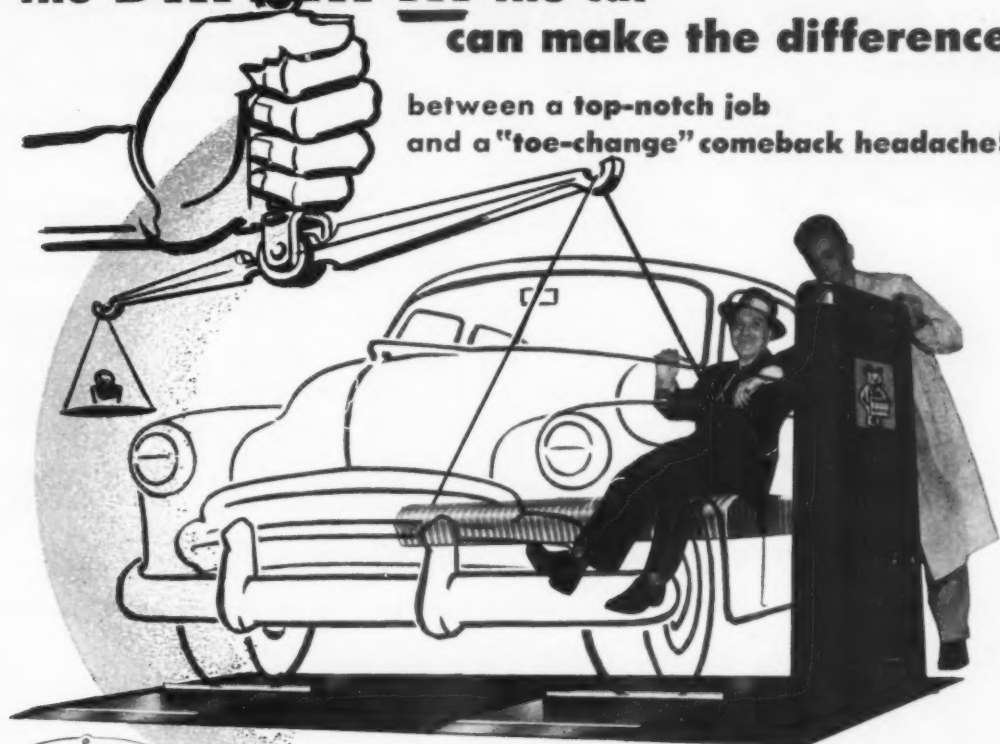


PACKARD BATTERY CABLE

Packard battery cables are used as original equipment on more cars, trucks, buses and tractors than cables of any other make. Packard battery cables are full size, full weight . . . are available with LEADALLOY terminals or leaded brass terminals. Both types are packaged in individual cartons—both deliver top performance—both have acceptance, everywhere.

the **DRIVER IN** the car can make the difference

between a top-notch job
and a "toe-change" comeback headache!



That's why thousands of Mechanics are enthusiastic boosters for "BEAR" 240 DRIVE-OVER TESTERS

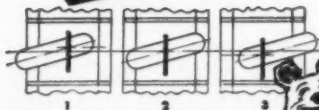


DIRECT INSTANTANEOUS READINGS!
Correct the first time over!

COMPLETELY AUTOMATIC! Trip lever
automatically resets to zero after each test!

NO INSTALLATION OR OPERATING EXPENSE!
Lies close to floor...uses practically
no additional space.

**QUICKEST, BEST WAY TO DOUBLE
CHECK FINAL SETTINGS!**



Here's why! When tire rolls across platform (position 1) it comes into contact with a super sensitive blade that moves laterally (position 2). The lateral movement of this blade is actuated by the side drag of any mis-aligned wheel (position 3) and the amount of movement is instantly recorded on dial. Direct! Positive! Instantaneous!



Nationally Advertised in



"BEAR" SAFETY SERVICE



RECEIVED



REFILL

Exceeds S.A.E. specifications

with Wagner Lockheed Hydraulic Brake Fluid

...it's balanced to function under all driving conditions



REPLACE

with Wagner Lockheed Hydraulic Brake Parts

...they're the same high quality as original equipment



RELINE

with Wagner Brake Lining

...it's unsurpassed for quick, safe, smooth stops

You can depend upon WAGNER QUALITY because Wagner products are used as original equipment by automobile, truck and trailer manufacturers.



Wagner Electric Corporation

6362 Plymouth Ave., St. Louis 14, Mo., U. S. A.

(Branches in principal cities in U. S. A. and in Canada)

A52-7

Wagner ...the best known name in brake service



LOCKHEED HYDRAULIC BRAKE PARTS AND FLUID - WAGNER - COMAX BRAKE LINING - AIR BRAKES
ELECTRIC MOTORS • TRANSDUCERS • INDUSTRIAL CHAIN DRUM BRAKES

sell Soundmaster

MUFFLERS THAT
FIT ALL **3** WAYS



● For each make and model you service, your NAPA Jobber can supply a Soundmaster Muffler engineered to *fit that car*—all three ways. For fast, high-profit installations, precision MECHANICAL fit! For long-lasting, full-range noise control, Soundmaster ACOUSTICAL fit! For low back pressure and high engine output, engineered HORSEPOWER fit! Next muffler job you have, install the muffler that really fits the car and all its requirements. Install a Soundmaster!

DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN

Soundmaster

MUFFLERS, PIPES, ACCESSORIES



1 Mechanical Fit

Exact and uncompromising
—for fast installations on
each make and model



2 Acoustical Fit

For full-range noise control
—"comfort-level" quiet at
all speeds and loads



3 Horsepower Fit

Always within correct back
pressure limits—for all the
power the car can deliver

On every engine reconditioning job . . .



Protect Your Work . . .

Use Federal-Mogul Exchange

Insert Connecting Rod Service!

The *rods* need attention, when you're doing engine bearing work. Put a new bearing into an out-of-round rod, and the *bearing* soon goes out of round . . . and fails! It hasn't a chance to give the mileage that's built into it. *Just one-thousandth extra* is all it takes

to put the rod into the dangerous class. Don't take a chance on that invisible thousandth! Use Federal-Mogul exchange insert connecting rod service. Get reconditioned rods with truly round bores, and protect your work. Ask your Federal-Mogul jobber!



FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)

DETROIT 13, MICHIGAN

Whatever the engine bearing requirements may be, the right answer is in this box!

Engine Bearings • (Main, Connecting Rod and Cam-shaft) • Bushings • Connecting Rod Service—Exchange Insert Rods, Re-babbitted Rods • Connecting Rod Bolts and Nuts • V-Seam Piston Pin Bushings • Shims and Shim Stock

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 32

OCTOBER, 1952

No. 10

Contents

Simplified Pension Plan	65
How We've Boosted Used-Car Sales	67
A Check List for an Efficient Building	68
How Can a State Association Help You?	70
33% Answer His Direct Mail	71
Showing Them Why Sells the Job	73
Our "Dyno" Brings in the Jobs	75
Garage Handles Night Service for Local Dealers	76
Dodge Sports Major Changes	77
Service: Let's Get Our Bearings!	86
Making the Tests Before Tune-Up	88
Body Shop: Glass Jobs	90
Wiring Diagram for Willys Aero Ace	93
Wiring Diagram for 1952 Nash Rambler	94

DEPARTMENTS

News Spotlight	63	Along Federal Row	100
News Briefs	78	Shop Talk	118
Southern Jobbers	82	Nuthuster Letter	122
Specifications	96, 98	New Products	135
Time Savers	150		

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Business Representatives

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SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1952



100% PENNSYLVANIA AT ITS FINEST

BUILD CUSTOMER CONFIDENCE ... MAKE REPEAT SALES

Dealers and distributors who sell 100% Bradford-Pennsylvania Veedol Oil will tell you it's a product that wins steady customers and is highly profitable to handle.

For cars and trucks — VEEDOL, "The World's Most Famous Motor Oil" is a premium oil *plus* plenty! Its famous "Film of Protection" goes far beyond mere "premium-type" performance to keep motors cleaner . . . safer . . . smoother-running!

For tractors — 150-HOUR VEEDOL TRACTOR OIL is made specially for tractors! . . . Its excellent quality is readily apparent to tractor owners because Veedol stands up for a full 150 hours service in gasoline fueled tractors and cuts oil consumption in all tractors regardless of fuel used.

Veedol Oils and Greases are sold through independent distributors and carry a full margin of profit. Write for information today!

TIDE WATER ASSOCIATED OIL COMPANY

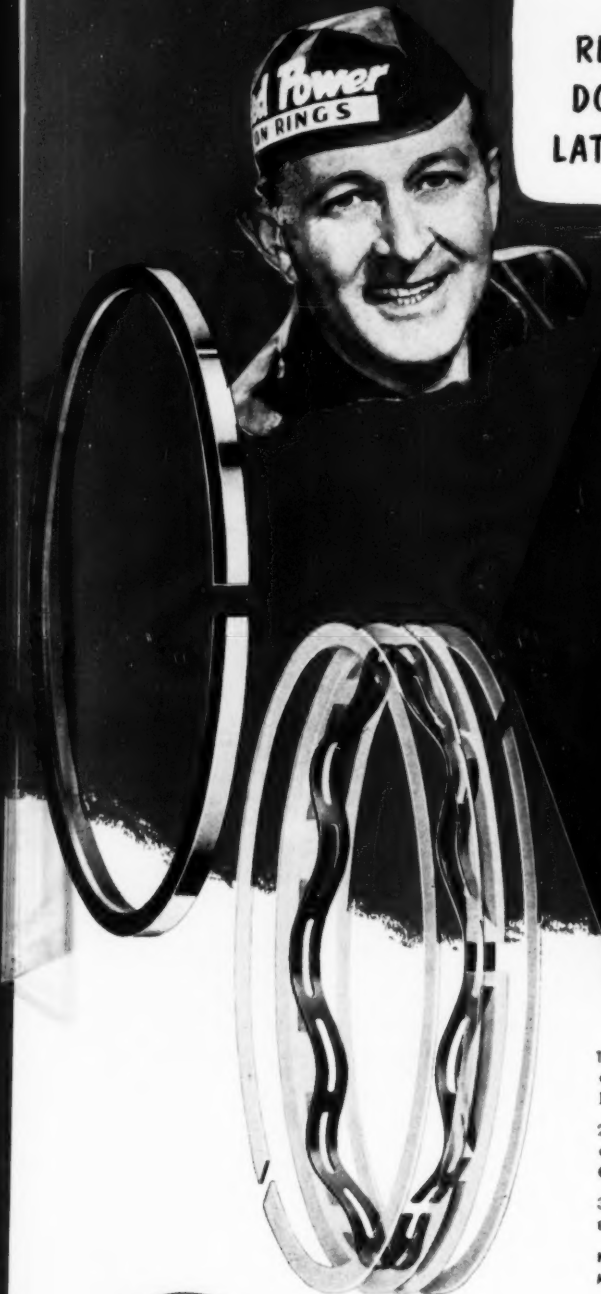
Tulsa — Thompson Bldg. Atlanta — Rhodes-Haverty Bldg.



New York

Tulsa

San Francisco



LOOK, ALL YOU ACE
REPAIRMEN—HERE'S THE LOW-
DOWN ON RE-RING JOBS FOR
LATE-MODEL CARS AND TRUCKS

Sealed Power Kromex

FULL-FLOW RING SETS

have what it takes to fight

**HEAT, FRICTION,
ABRASION, CORROSION**

1. Top Compression ring is of high-strength, chrome-alloy cast iron with a solid chrome-plated face, factory-lapped to light-tight finish for quick seating. Sides are Granosealed.

2. Steel segments of the MD-50 Steel Oil Ring have solid chrome-plated faces for longer wear, and rail sides are Granosealed.

3. All rings in Kromex Ring Sets are beveled or tapered to thread-line contact for quick seating and blow-by control.

**NO BREAKING GLAZE—NO HONING NEEDED. INSTALL KROMEX AND
KNOW YOU'RE DOING A BETTER JOB, IN LESS TIME, AND GIVING THE
OWNER MORE THAN TWICE THE NORMAL RING MILEAGE!**



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS! BEST IN OLD CARS!



SPOTLIGHTING the NEWS

Speculation is increasing in the industry, as 1953 models begin to bow on the stage, as to what kind of new-car market will bob up once controls are removed, as some authorities anticipate they will be removed by next April. Ford's advertising and sales manager, J. C. "Larry" Doyle, told SAJ's editors in an interview at Myrtle Beach, S. C., late last month that he anticipated it would be neither a buyers' nor a sellers' market. It's going to be a "salesmen's market," said he.

Production of cars, trucks and motor coaches will hit more than 5,500,000 units if the rate prevailing at the end of September can be maintained to New Year's Eve. The industry was operating at the highest level in more than 15 months.

12-volt ignition systems, anticipated on the Cadillac, some Chrysler models and the Buick Roadmaster in '53, won't ease the seemingly ever-increasing parts-inventory picture. Wholesalers will have to double their stocks in order to supply older six-volt models and at the same time meet the needs of the newcomers. Money tied up in inventory is something any owner likes to complain about already, without this added stimulation.

Buick is expected to offer air-conditioning on its Roadmaster next year, although GM's announcements thus far have indicated only this equipment (rumored to cost \$600 to \$700) would be available on Cadillacs and some Olds models. Dealers in the South aren't in agreement by any means as to how this feature will sell. One Cadillac dealer argued that his purchasers would quibble over every dollar much quicker than Chevrolet buyers, because his customers had more money and often had accumulated it by careful spending. Another Cadillac dealer took the opposite position. A Buick dealer speculated he could promote this much easier on Roadmasters if the cost was around \$400 and no more. Some dealers recalled Packard's short-lived offering of an air-conditioning plant on its models before the war.

Copper, once a big brake on motor-vehicle production, is back in sufficient supply, said one parts manufacturer. He said he could see no reason

why the green light shouldn't be given on all-out car production, but government authorities maintained that some types of steel were still too much in demand for defense purposes to permit industry to gobble up supplies at will. Incidentally, M. Robert Deo, managing director of the National Automobile Dealers Association, predicted price controls would die in Congress next April.

George Stout is a Chevrolet dealer at Charleston, S. C. He has worked out a merchandising plan which is enabling him to make money from (Of all things!) used trucks. His firm took in a truck at a valuation of \$600 on a new one. One employee suggested the truck could bring \$400 for junk and parts. Instead, Stout had it run through for reconditioning, a repaint job (including inside the cab), new

block, installing a set of used tires in good condition which cost \$70 and some other improvements. Finally the company had invested around \$1,000 in this 1951 model which had taken a real beating hauling pulpwood. It was sold for \$1,495—a wee bit different from taking a \$200 loss. Worn seats are recovered in every truck and car at his dealership. Every vehicle on the used lot is cranked up daily. The reason? "If the engine fails to turn over the first try on the starter, the customer figures it might not turn over for him when he gets out somewhere," Stout explained.

"We replace questionable batteries and add the charge at list." Another thing: One reason his used-car lot has a fast turnover is due, he said, to their storing the latest trade-ins in a warehouse—out of the sight of salesmen—until units already on the lot are moved. If this weren't done, salesmen invariably would pounce on the newcomer and promote it, while older "residents" of the lot accumulated more age and became a bigger problem.

Body shops are getting more attention today than ever before. Have you noticed how many dealers have created separate facilities lately? It is a case of management recognizing the big gross profit from jobs which run frequently into hundreds of dollars. For garagemen and dealers, though, the fly in this particular ointment is finding enough capable body mechanics to do the work.



"Pardon the grease, old man."

Give your customers better brake mileage! Use Grey-Rock Balanced Braksets

ASK YOUR JOBBER
ABOUT
GREY-ROCK
FACTORY BONDED
SHOE EXCHANGE



Every segment factory-branded for your customer's protection. For riveting or for bonding.

Only **Grey-Rock** *makes*
BALANCED BRAKSET LININGS



GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose • Packings • Industrial Rubber Products • Rubber Covered Equipment • Asbestos Textiles • Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls

Grey-Rock advantages Longer Wear, Smoother Stops



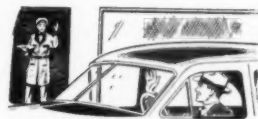
Grey-Rock Balanced Braksets, made of special combinations of friction materials for each make and model of car, assure faster, smoother, safer stops and longer lining life . . . with fewer adjustments. This is the famous *balance* principle pioneered by Grey-Rock over 20 years ago. It reduces comebacks and helps you make a better profit on every brake job.

Proof of a Better Brake Job



This tag is packed in every Grey-Rock set, ready for you to snap on a dash button of your customer's car. It tells how your workmanship joins with Grey-Rock Balanced Braksets to deliver a better brake job. It's good advertising for your shop!

Solid Reputation



Grey-Rock Balanced Braksets have been nationally advertised for years. Car owners know the Grey-Rock name, and have confidence in shops that use Grey-Rock. Every time you install a Grey-Rock Balanced Brakset you build a reputation for good brake work. You never know what you're getting when you accept unbranded linings, but you can make every job a profitable, reputation-building job with Grey-Rock.

Consistently advertised in
POST and **Country Gentleman**

October, 1952

Simplified Pension Plan



His men can look forward to this day!

By **B. F. HOFHEIMER**

Secretary, Aero Auto Co., Inc.
(Chevrolet) Alexandria, Va.

AN EMPLOYEES' retirement insurance plan with guaranteed pensions for all employees who remain with the company to retirement age, as well as substantial life insurance payments to the families of employees who may die while in the service of the company, was put into effect by our company on June 1 of this year.

Nineteen employees of our present total of 60 were eligible to be covered by the plan immediately, and seven will become eligible at the end of the first year. The company is paying the entire cost of the plan, and all employees from the porters to the chairman of the board can become eligible to participate.

Chairman of the Board William G. Ilch has always felt that he wanted to provide retirement pensions for the loyal employees who have been with him these many years. He feels that this plan is the best way to provide retirement security for them.

This plan guarantees an employee retiring at the age of 65 a pension one fourth of his pay, in addition to the social security benefits he will normally receive. No pension will be less than \$40 a month. That is, an employee who has been receiving \$300 per month would receive, upon retirement, a pension of \$75 per month in addition to social security.

The amount of life insurance to

which this employee would be entitled would be \$7,500, which is 100 times the amount of the monthly pension.

Both the retirement income payments and the life insurance are provided by a policy on the life of each covered employee. To be eligible for such a policy, employees must have completed three years of employment with the Aero Auto Company, Inc., and be at least 28 years of age. All present employees who are not eligible now will be taken into the plan when they have met these eligibility requirements. The only exceptions to this are two employees who are already past 65. Special provision has been made for these men since it is not possible to cover them in the regular way.

When an employee has retired, he will receive monthly income payments as long as he lives and he can arrange to have part of this income continued to his wife if she should outlive him.

Death benefits are payable to the employee's family in whatever manner he has elected. That is, he may direct that the full amount of the life insurance be paid to his family in one sum, or he may have it arranged to be paid to them in

stipulated monthly installments.

A medical examination was required of all employees to qualify for life insurance. In those few cases where an employee was unable to pass the examination, a reduced amount of life insurance was provided so that the family of every covered employee is assured of some insurance protection.

Each eligible employee was interviewed individually by the pension consultants who installed the plan for us in order that the details of the plan could be explained, and each employee arrange to have his life insurance payable to his family in the manner best suited to their needs.

In addition to the retirement and death benefits, the plan also provides that all employees who complete at least ten years of service under the plan will receive a share of the pension fund if they should leave the company before reaching retirement age. This share will amount to five per cent of the total amount that has been placed in the fund for an employee for each year that he had been under the plan.

That is, suppose the company had been contributing \$400 a year for an employee to pay for his retirement income and insurance policy. If this man left the company after being under the plan 12 years, the company would have contributed a total of \$4,800. His 12 years of service would entitle him to 60 per



Office Manager Joseph N. Nelson explains to Mechanic Joseph F. Slaton what his pension and insurance benefits will be under the arrangement.

cent of his individual pension fund and would amount to \$2,880. Any employee whose service is 20 years or more under the plan would be entitled to receive 100 per cent of the funds that had been contributed for his pension account.

Each year, on the anniversary date of the plan, the company will pay to the First National Bank of Alexandria, as trustee, the amount of money necessary to carry the retirement income insurance policies on the lives of the eligible employees. The first year's deposit amounted to \$19,000 and the bank has used this money to pay the first year's cost of the insurance policies on the employees now covered.

Funds Are Irretrievable

Funds deposited by the company with the trustee can never be retrieved for any reason. Should the plan be discontinued, due to business reverses or some other difficulty, each covered employee will receive his individual retirement insurance policy, and can do with it what he wishes. That is, he may surrender it for its cash value, or he may elect to leave it with the insurance company to provide a paid-up retirement and insurance benefit, or he could continue the policy by paying the annual cost himself.

All provisions of this plan have been designed to meet with the approval of the Wage and Salary Stabilization Boards and the Bureau of Internal Revenue.

Several mechanics in the shop have been with Aero over 25 years. Some of our department heads—the used-car manager, body-shop foreman and sales manager—have served over 25 years, as has one porter.

We hope that the plan will induce many more employees to build records of long, devoted service such as those cited above. We believe that the families of our em-

ployees will feel closer to the company as we show concern for them by providing additional protection in the event of the death of the family head.

We want our employees to stay with us. This retirement plan is evidence that we hope they do.

How About You?

What has your firm done to make loyal employees want to remain with you—and stay loyal also?

This plan here, worked out with an insurance company, is readily available—as are many others—to any employer.

Only last month, at the South Carolina Automobile Dealers Association convention, NADA President J. Saxton Lloyd advised his listeners that if unions were not already on the march in their area, they could expect them.

"Enlightened selfishness demands that you be fair with your employees," the veteran dealer, himself a former service manager, declared.

The wide assortment of plans and their ready availability to any interested employer, make it a simple matter to inquire into such a program.

"So that's what it was—a clogged fuel line!"





How We've Boosted Used-Car Sales

By **BOB MURPHY**

Used-Car Manager, Anacostia Motor Co., Inc.
(Chrysler-Plymouth) Washington, D. C.

WE MAKE a point of calling on every customer to whom we have sold a used car two to four weeks after the sale is made. We want to be certain that the customer is absolutely satisfied with his car and the way it is running.

His satisfaction is important to us. For within this two-to-four-week period, his enthusiasm is high. He is talking about his car with friends, neighbors and business acquaintances, telling them where he got it, what was done for him and letting them know what a good buy he made.

If there are any car prospects among his acquaintances, it is in this two to four weeks that they can be caught. Here is a good source of future sales.

There are several reasons that have led up to this customer satisfaction. We have instituted a set program of selling used cars that guarantees dollar value to the customer whether he pays out his money in cash or on time.

There is also proof of the effectiveness of our program. In April and May we ran 65 per cent over used-car sales for April and May, 1951. We do a \$250,000 annual used-car sales volume.

\$50.00

BONUS

\$50.00

BONUS

This card will be redeemed at face value on the car listed below.
Valid for one week from date of post mark. Not transferable.

Stock No.	Regular Price
ANACOSTIA MOTOR CO., INC.	
Chrysler-Plymouth 17th & Good Hope Rd., S.E. Washington 20, D. C. LUdlow 4-2000	

When a car remains on the lot 30 days, it may be boxed off for extra emphasis in the regular newspaper ads. Or post cards offering a \$50 bonus on that model may be mailed to a selected group of prospects.

The first feature of our program is cleaning up and reconditioning each car according to its needs. We steam-clean the underchassis, wash the motor, shampoo the door paneling and upholstery, remove spots, replace floor mats, polish and wax until the car looks as good as possible.

We give it a thorough general

inspection for safety by testing brakes, lights, front-end and wheel alignment, adjusting, replacing and reconditioning wherever necessary. We may refinish the exterior.

However, we do not spend over \$200 on the reconditioning of any car. We feel that a car requiring more work than that has no place

(Continued on page 128)

A Check List for an Efficient

WHEN we planned our present automotive repair shop, there were several conditions my brother and I believed were vital to an efficient, productive plant:

- 1.—Easy entrances and exits were necessary.
- 2.—We wanted plenty of light. We were only too familiar with repair shops where mechanics were expected to work in semi-darkness.
- 3.—Floor layout for drainage was a must. We had worked under conditions where mechanics waded all day long.
- 4.—We were going to have portable benches that could be moved right up to a job and we were going to have enough electrical and air

By **RAY LOOPER**
Co-owner, **Looper Bros.**
Rockville, Md.

outlets that were accessible from any point in the shop.

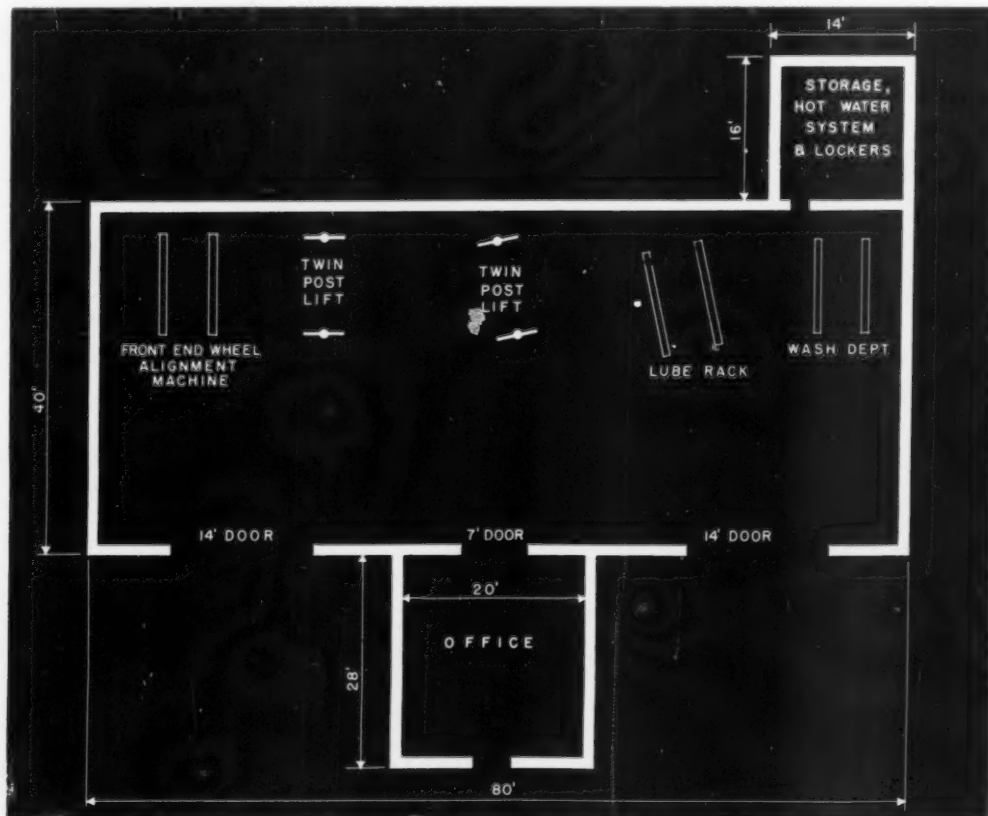
5.—If possible, we were going to avoid obstructions like posts to support the roof. They not only cut down on work space but cut down on maneuverability of large vehicles.

We succeeded in incorporating all of these ideas into the 40 foot by 80 foot building we put up to replace the small frame building that had become too limited for the large volume of business we were

daily turning out—and turning away.

Our new building has fulfilled our highest hopes, since the number of repair jobs we can handle has tripled. Gross sales volume has increased from \$12,000 yearly at our old place to \$60,000 here. We doubled our staff of two mechanics to four, and we are fast approaching the need for six mechanics.

We operate strictly on schedule these days like the doctors and dentists. Appointments for repair jobs have to be made in advance. And this tremendously expanding volume we attribute to a more efficient utilization of space, more highly productive mechanics through im-



Building

proved working conditions, and to the new equipment we have added—in a word, better planning.

Our 40 foot by 80 foot building has two 14-foot entrances. The doors are 12 feet high. We put our new front-end and wheel-alignment machine near one entrance so that cars can roll right onto it without turning or backing.

Two twin-post lifts are easily accessible, one on a slight diagonal to cars coming in from the other entrance. Our grease lift is directly in line with one entrance with our wash department right next to it.

Tune-up equipment is close to our front-end machine. Valve, lathe and bench equipment are close to the lifts.

A 28 foot by 20 foot front office adjoins the shop, and a 14 foot by 16 foot structure at the rear stores oils, greases and air compressor and provides space for our hot-water system and lockers.

Our ceiling is 14 feet high. With a series of windows around the shop, doors 12 feet high and bright fluorescent lighting, our mechanics work more efficiently with plenty of light. They can spotlight detailed work from the many outlets around the shop. Fatigue is cut down where there is no eyestrain. Production is noticeably higher as a result.

A drainage system keeps the



Plenty of light and drainage, portable tool benches and enough outlets for air and electricity enable mechanics to turn out more jobs.

shop dry underfoot at all times.

Our exhaust system comprises a 2-inch flexible pipe through the wall with a cap on it.

Our wheel balancer placed against the front wall is a big drawing card for repair volume. It not only attracts a nice volume for itself but affects other departments.

Our cooling-system equipment cleans a radiator and block right on a car, saving time in removing.

For the independent who may be considering expansion as we did, I would recommend as most important more than one entrance and easy accessibility to major equipment and shop work space.

If additional equipment is under consideration, twin-post lifts are a must. They speed the time spent

on repair jobs and are easier on the mechanics. They actually help him turn out more jobs. Also, electric impact wrenches cut down time on jobs considerably.

We have always had a light meter for adjusting the headlights on a customer's car, a piece of equipment not owned by many independents, but which we feel is greatly appreciated.

Our only complaint right now is that we don't have provision for body work. Future plans will have to take care of a body department.

The nice part about the immediate and rapid rise in volume that followed our opening of the new shop was that there was no outlay for promotion of our facilities. Our customers told friends of their satisfaction with our work.



How Can a State Association Help You?

By **NATHAN M. ROBERTS***
Executive Secretary, Automotive
Wholesalers' Association of Alabama

EVERY businessman in the nation is confronted with the problem of reading and digesting at least some of the material that crosses his desk. The task is tremendous.

The greater portion of the services of one top executive in every business, large or small, must today be delegated to keeping informed on the rules and regulations affecting that business. Failure to do so makes the business vulnerable to every examiner who inspects the firm's books.

Few businessmen can afford to hire the legal talent, subscribe to all the necessary services, read and sort out all the facts relative to their enterprises, and still have any time left to get some work done.

An executive of the caliber who can do this type of work would draw a better-than-average salary. We find many instances where executives, realizing the importance of this work, study it very conscientiously, but being uncertain and unskilled, they take many more hours than one accustomed to it would require. You may discover to your dismay that one of your executives who is drawing well over \$2 per hour is spending 10 hours or more per week on this kind of work. That is a sizeable cost each month.

Why should every member of a particular industry have to delegate a top executive to duplicate all the reading, studying and sorting-out which every other firm of that industry is doing? Why not have one central office, one focal point, to do this for all the members of an in-

Workman's Compensation Insurance

(Practical suggestions which Automotive Wholesalers will find helpful and economical. We suggest that you attach this Bulletin to your Workman's Compensation Insurance policy and re-read it before you re-new or change the way.)

Workman's compensation was developed extensively in the United States to assure prompt payment of those killed in the accident. Before these laws were passed, he had to pay the cost of work damages, he had to pay the cost of work damages, he had to pay the cost of work damages.

Workman's Compensation Agencies do not have classifications, the following suggestions are in the preparation of the following five

We recommend that you attach this endorsement to your Workman's Compensation Policy:-

1. Extra-legal Medical Endorsement. If one of your workers becomes injured while on the job, your insurance policy would pay only \$500.00 for medical treatment and hospitalization. (True in most states)

Legislation is designed for the dependents in the accident. Employer for the compensation raised, since of production.

Many Insurance in rates, forcements. The insurance advisors. who have helped

of the following five Policy:-



dustry? This concept of trade-association work is becoming very popular.

An efficient and competent trade-association executive should be able to screen the important information for all his members, thereby eliminating the duplication of effort. Frequently, businessmen misunderstand the terminology used in the services for general subscription. The trade-association office can speak the language of the industry, as well as pick up the pattern of enforcement through an exchange of experience between competitors in an industry (members) and thus assist all with correct interpretations.

The idea that lobbying is the principal work of a trade association is far from the truth.

Some feel that state associations duplicate the work of the national association. This concept is also far from the truth. A national association cannot possibly keep informed

on all the problems of the 48 states. In fact, a highly skilled and competent trade-association executive will seldom attempt to handle the work of more than one state.

Until very recently, teachers were instructing in the political science classes of the schools in the nation that America had three branches of government: the judicial, the executive and the legislative. Today, something new has been added. We have a fourth branch of government called the quasi-legislative.

The quasi-legislative branch is composed of the government agencies and bureaus. To these agencies and bureaus is delegated the responsibility of writing the fine-line interpretations and regulations. Government, as well as our whole economic system, has become very complex. The national congress and the state legislatures cannot spell out every detail of how a law is to be enforced. Instead they delegate this responsibility to the agencies and bureaus.

In most instances, when bureaus issue an official interpretation (they call it "promulgating a regulation") the courts will uphold it, provided there is nothing in the law that says specifically that they cannot do that. This is a comparatively new concept of the bureaus and agencies.

It used to be that they "promulgated the regulations" which the particular law said they could, but today they promulgate any regulation they deem necessary, provided the law does not say specifically that

(Continued on page 126)

*The author has attracted national attention by his achievements since affiliating with the Alabama association on August 2, 1948. In addition to the many services by state associations which he mentions, many state dealer bodies provide car-registration data, group insurance, personnel placement and free want ads in bulletins for members.

LOOK

WILLYS NEWS TO HELP YOU!

FROM THE HARRY PAYNE MOTORS INC. WILLYS, JEEP DEALER

YOUR PROTECTION
FACTORY TRAINED MECHANICSDoes a "grease" experience
YOU CAN
hicle to
ANICS
any WILLYS\$2.00
CASH
SAVINGTHIS CO
motor to
job is a
tune-up
FORNANC\$100.00
DISCOUNT\$50.00
Deliver
have C
your in**LOOK**

"JEEP" NEWS FOR YOU!

From the HARRY PAYNE MOTORS—WILLYS JEEP DEALER.

PREDICTION...THE AUSTIN PIONEERS (base-ball team) WILL BE A "HOT" TEAM IN 1951.
Let's Root! 'em.

INTRODUCING OUR "TEAM"

WE WANT
SERVICE
on the t
Merian K
"WILLYS"
her abili

ANOTHER NEW MEMBER OF OUR "TEAM"

OUR SERV
"CROW-SON
AUTOMATIS
away of a
diagnos**LOOK**

LATEST RUMOR!

\$80.00 TO \$100.00 BY OCT. 1st

PRICE

INSTANT RUMORS INDICATE THE GOVERNMENT

33% Answer His Direct Mail

"WE GET better than 33 1/3 per cent response from our direct mail," said Harry Payne, Harry Payne Motors (Willys), Austin, Texas.

"We confine our mailings to a selected list," he said. "I know every single customer on the list personally and they all know me personally. I write all my own direct-mail pieces and I write from the customers' viewpoint, not my own."

These direct-mail pieces are mimeographed messages sent monthly to those he believes beforehand will receive them in a receptive mood.

If automotive men would pick up the last direct-mail piece they tossed into the wastebasket without reading, they might get a better idea of why some of their own direct mail does not bring in a good response. Perhaps the offer is not of interest to the customer. Perhaps the prospect is not familiar with the firm. A direct-mail piece is no substitute for a personal call, if a call is needed.

To make his point on the value of slanting direct mail towards his customers, Payne asked a customer to come in for an interview. This car owner had just spent some \$70 on repairs to put his 1941 Willys in shape to pass the Texas safety-lane test.

"I receive these mailings every month," the customer said. "I read them, for in every one there is something I know will interest me."

In addition to suggestions on car

By C. Thomas

maintenance and descriptions of various service operations, Payne sometimes includes brief news items that may be well known to those in the automotive trade but which the customer may not have heard.

Referring to the mailing that had caused him to bring his car by the shop, the customer, who is a state employee, commented: "I know that Payne Motors will do exactly what they say. I knew that if I came in

Harry Payne slants his direct-mail pieces to appeal to a selected number of his regular customers.



for the free lubrication, I'd get it with no strings attached. I knew from past experience that this was no ruse to get me into the shop and sell me something else."

"I never feature any 'specials' in the direct-mail pieces," said Payne. "We do not use specials as a means to cut prices. We work on a flat-rate scale of labor charges. I'm not going to cut prices today and hike them back up tomorrow. It is my belief that no shop can successfully operate on two prices."

Payne mails out about 425 pieces every month to his regular customers. Mimeographing, which includes paper, costs about \$5.25. Since he uses first-class mail, postage runs \$12.75. Envelopes and other expenses bring the cost to around ten cents a letter.

"For a dime apiece, I keep in touch with my customers," Payne said. "On one recent piece, for example, my volume ran in two distinct classes. About half of the customers spent less than \$10 to get their cars in condition to pass the safety-lane inspection. About 25 per cent had a bill that went over \$40. About 10 per cent dropped in just to get the free lube. On this mailing only about 15 per cent failed to respond in any way. This was an exceptionally high response for a direct-mail piece."

Although Harry Payne Motors is not one of the official shops in Texas that issue the safety stickers, the firm offered to inspect customers'

cars, put them in shape so they would pass the inspection and drive them through the inspection for the customers.

"We appreciate how our customers dislike to part with their money," said Payne. "We try to keep their bills down to the minimum, not build them up. Our shop works at capacity doing only what's necessary. By following this policy, we now have the full confidence of our customers."

"When I drove in, I knew my car was in pretty bad shape," said the customer who had given his opinion on the mailings. "I figured it would cost me at least \$100 to fix it up

Will It Work?

While most research into the effectiveness of various types of advertising has placed direct-mail promotions high on the list, nobody yet has been able to determine what kind of direct-mail piece will always produce the best response. Probably it varies with the individual situation.

This Texan has shown that the mailings don't have to be elaborate or expensive to bring in business. So why not try some yourself?

so it would pass the state inspection. But it cost only \$71.20—and I know what I got for my money!

"I wanted to know how much the cost would be so I could arrange to pay for it. If the job was going to run too much to handle comfortably, I wanted to know in advance what could be eliminated, if anything could."

After the car had been gone over carefully, Payne phoned the customer and read off the list of things that needed to be done, which is his routine procedure.

"The customer advised me to go ahead at the end of the phone conversation," Payne said. "But before the car was delivered, I sat down with the customer, called in the service manager and had him explain what was done. For example, I wanted the customer to understand what was involved in the \$10.50 charge for replacing king-pin and bushing." Customers appreciate these explanations.

"An itemized account doesn't convey much information to me," this

LOOK SAVINGS FOR YOU

**FREE
NO
STICKERS**

**STATE
INSPECTION
LAW**

**WARNING
TO
YOU**

**FREE
BUMP
TO
BUMP
INSPECTION**

**ENGINE
PERFORMANCE**

**BRAKE
SAVES**

**STEERING
CORRECTION**

**AND
MORE**

FREE INSPECTION JOB FOR YOU—We invite you to bring your vehicle to our service department (prior to July 12th) for a FREE INSPECTION JOB—no strings attached—just phone 5-1142 for an appointment—then you won't have to wait. JUST OUR WAY TO SAY THANKS TO YOU.

JUST TALKED TO CAPT. HOLIFIELD, STAFF MEMBER OF THE PUBLIC SAFETY DEPT.—he gave some up-to-the-minute INFORMATION ON ENFORCEMENT OF THE STATE REENTRY INSPECTION LAW.

Here's the "dope" Deadline Sept. 6th. All vehicles must have a "STICKER" on the windshield by that date. Officers issue "TRAFFIC VIOLATION TICKETS" to all who don't have "sticker."

WHY NOT AVOID THE USUAL FINE & CONVICTION—We are prepared to help you get your "STICKER."

OUR EXPERIENCE WILL HELP YOU—wise people have regular PHYSICAL CHECK-UPS—(heart, lungs, blood, teeth, etc.) Don't you think REGULAR MECHANICAL CHECK-UPS to your vehicle would be profitable too?

Without cost to you, we will make a complete mechanical BUMP-TO-BUMP CHECK, AS SHOWN BELOW, (if done prior to July 12th) We will give you a written report on our analysis. Then you will KNOW the facts about your vehicle. THESE ARE THE ITEMS CHECKED: engine performance, ignition, timing, wiring, voltage regulator, carburetor, engine compression. Your wheels will be removed—brake linings & drums inspected, like-wise all brake cylinders. CAUTION: IF YOU HAVE DRIVEN AS MUCH AS 25,000 MILES ON YOUR PRESENT LININGS—be sure to get this FREE INSPECTION.

THIS FREE INSPECTION INCLUDES—careful inspection of your complete steering system—the rods, king pins, tire & wheel balance—tow-in, caster, camber.

If your vehicle has Overdrive, it too will be checked up like-wise clutch and transmission.

AFTER THIS ANALYSIS IS COMPLETE, WE WILL GIVE YOU A FULL REPORT SO YOU CAN DECIDE UPON THE REPAIRS THAT YOU NEED TO GIVE YOU DRIVING SATISFACTION & SAFETY.

ENGINE EXCHANGE!

WE ARE AUTHORIZED WILLYS DEALERS IN THIS TERRITORY—

BECAUSE OF THAT REASON—we can furnish you a BRAND NEW ENGINE, on an exchange basis. Also, we have "short engines," either new or rebuilt. (When these are installed in your vehicle it will operate "like new." ASK FOR FULL DETAILS.

FOR YOUR PROTECTION—WE CARRY AUTHORIZED WILLYS PARTS AND OUR MECHANICS ARE FACTORY TRAINED. Ask to see their Willys credentials.

PROTECT YOUR INVESTMENT—SAVE MONEY—GET PERFORMANCE.

HARRY PAYNE MOTORS INC.
Authorized Willys Dealer.

525 West 7th AUSTIN Phone 5-1142

This news letter is typical of those sent out monthly by the dealership.

owner commented. "I'm not a mechanic. Sure, I trust Payne Motors and don't think they would charge me for anything I didn't get or need. But the reason I trust them is because they are so willing and anxious to let me know what goes on."

Payne concentrates on Willys owners exclusively, though he will

work on another make as a favor to a regular customer.

"On the average, my monthly mailings keep shop volume 15 per cent above what it would be otherwise," Payne said. "And if I discontinued my direct mail, I would soon suffer the consequences. It would take considerable time to rebuild the following I'd lose."

Showing Them Why Sells the Job

By Hal M. Newsome

"**WE** HAVE tried newspaper and radio ads, direct mail, bargain 'leaders' on brake jobs and other special promotions to boost our service business," said Sam Smoker of Smoker's Garage, Miami, Fla., "and they all help at times."

"But we still get most of our repair business, which is 60 per cent body work, from continuous personal contacts."

"Our business runs in cycles at certain times, being a little slack before and after the two well-defined winter and summer 'resort' seasons. We do some advertising at such times but even then we find it more effective to put some extra steam behind personal contacts with our old customers and established sources of business."

"Jack Willson, our service and shop manager, is strongly sales conscious. He takes pains to be sure that the car owner knows what's been done and how well it's been done. He checks the whole car carefully for other things that

may need doing. He even draws diagrams or puts the car up on the lift if that will help the customer see for himself what's needed."

"He diagnoses all detectable defects in writing on the order slip. When necessary, he calls the owner by phone later to remind him of

trouble ahead. If your work always stands up and the customer understands the cause of his trouble, past or potential, he won't be tempted to try another shop."

The repeat mechanical business is mostly on models three years old and older, Smoker said.

"Here we do a real sales job while the cars are in the shop, urging these customers to do a few small jobs now and prevent larger ones later," he said. "With new-car costs up and considerable price resistance evident in certain salary brackets, owners are easily made aware of the value of better maintenance. This means for us both profits and good-will."

"In Miami about 70 per cent of our work is done for transients and one-job customers on wrecks. Some of these people appreciate the good job we do, however, and come back for other repairs. Some tourists even come back in successive years."

"We find that we get some of this



The lifts at Smoker's are more than a help to mechanics in repair and cleaning jobs. Service Manager Jack Willson uses them to merchandise service by putting cars up on them so customers can see for themselves why a job is needed and exactly how it will be done also.



Sam Smoker (right) talks over an order with W. J. McBreen, Sr., who is estimator for the company. A high percentage of the firm's work is for transients, but some of them are so impressed that they return for additional services on succeeding trips to the Miami territory.

business because we have the equipment to turn out a quick job. We carry a large stock of body parts and we get excellent service from our local jobber."

The personal contact and service to fit individual needs applies to the fleet work done at the shop also.

"On one fleet of 12 trucks, we handle half every other weekend," Smoker said. "We give them regular lube, brake and battery service and motor tests. We also do all body and paint work and mechanical overhauls."

"Because we handle this with special crews over weekends, the fleet is always ready for business use. We feel that many shops could sell a program of preventive maintenance to fleet owners if they would provide the space and equipment and special over-time crews. It is a substantial business and makes a nice, regular backlog."

"Our location, only a few blocks from the heart of the downtown business section, gets business for us too. We have room to park 100 cars on our two lots. In our two buildings with 10,000 square feet of floor space, we have the necessary power tools to handle any kind of job. This accessibility and the speed with which we can handle



The garage has two wreckers, with one of them available for rush calls at all times. They bring business to both the body and mechanical shops.

even the tough jobs bring us repeat orders.

"We give 24-hour service seven days a week, which gets us a number of rush jobs, accident cases and fleet work. With our wrecking work for the police department, insurance business and our body and paint operations, we round out our volume."

"There is no short, secret for-

mula for a successful repair operation. You just have to keep studying new methods and equipment, give the jobs plenty of personal su-

The main shop is 140 feet deep and the new building for truck and paint jobs (bottom) measures 50 feet by 60 feet. The firm has two ample parking lots, an especially valuable feature because of its downtown location.



Does He Know?

The whys and wherefores of automotive maintenance are so familiar to most service men that they are apt to forget that the average customer doesn't speak the automotive language very well and may be confused about the purpose of many operations. A concise, but complete, explanation may not sell a particular job but build confidence in your shop and give customers a more intelligent approach to car maintenance in months and years to come.

pervision and, above all, keep everlastingly at it.

"We try to see the customer's side of things and take some of the mystery out of mechanics for him. No man fully trusts what he doesn't understand at least a little."

"We believe that if you study how to get along with people both inside and outside the shop, it makes even the mechanical problems easier to handle."

Our 'Dyno' Brings in the Jobs

By CHARLES E. ROSS
Owner, Ross Auto Service
Hagerstown, Md.

FOR accurate and reliable diagnosis of motor performance I would say that the dynamometer is tops. To me it is worth its weight in gold.

I have customers bringing in their cars all the way from Washington, Baltimore, Waynesboro, Pa., Brunswick, Md., and other outlying towns to be tested on the dynamometer.

They have never read any notice anywhere that I use this testing equipment. But other customers were so pleased with the performance of their cars after a dynamometer test and motor adjustment that they told others. Word-of-mouth promotion keeps my work schedule on analyses and production made up several days in advance.

The dynamometer has brought me repeat trade because it pinpoints motor trouble with scientific accuracy. This is an example of what brings repeat customers:

A man came in complaining of some carburetor condition. It sounded like carburetor, other shops had diagnosed his trouble and repaired his carburetor, but the condition persisted. There was an accelerator skip. We put the car on the rollers and found that it was not the carburetor at all. It was electrical trouble. I did not even take the carburetor off. We corrected his trouble and now he comes here whenever he wants a tune-up or any electrical or motor repair.

Let me begin 'way back when I was doing general automotive repair work. In '34 I saw a dyna-



Ross tests an average of one to three cars a day on the dynamometer. Satisfied owners keep coming back and they tell their friends also.

mometer at the fair grounds for the first time. Car performance was being demonstrated with highest and regular gasoline. I am equipment-minded and very much interested in instrument work.

After the test I went up to the demonstrator to find out more about the dynamometer because I was certain that this testing equipment must have far wider application. It fascinated me.

It was shortly after that that I invested in my first dynamometer. Four years ago I replaced it with a chassis dynamometer and have since discontinued general repairs and now concentrate entirely on fuel- and electrical-system analysis and repair. I specialize in tune-ups. I do not touch transmission, differential or brake repairs.

Has a Test Fee

This work furnishes me one to three tests a day and the repair work tied up with the tests. I have a test fee that covers the original test and the retest after repair work has been carried out. I find it impossible to waive this fee for it would have to be made up elsewhere. It takes time to place a car on the dynamometer and make all the proper connections.

It has taken me months of experience to learn to make alert and rapid interpretations of the panel readings for an accurate diagnosis.

Customers feel the fee is more

than worth it for they save money in repair and parts bills through the dynamometer test. For example, I had a customer in here whose spark plugs were being replaced every 3,000 miles. The dynamometer showed that the real trouble was valves that were sticking intermittently. I corrected the valve condition and he is still using the same spark plugs I put in over a year ago, though he has put over 15,000 miles on his car.

I had a Packard owner come in for a tune-up who had no complaint to make. Running his car on the dynamometer I found that he had a carburetor condition. He reported to me when I pointed it out to him that other shops wanted to sell him a new carburetor. He did not need a new carburetor; we fixed up the one he had. He is now another of our steady customers.

However, I do not want to minimize the difficulties in working with a dynamometer. It takes at least two years of study and hard experience to learn to interpret the panel readings accurately.

I do not want to give readers the impression that the installation of a dynamometer and the initial training are all that there is to it. The vacuum gauge is difficult to read. A single clear-cut reading might mean one thing, but a combination of readings may mean something else. Training in how to

(Continued on page 128)

This Tulsa Garage Handles Night Service for Local Dealers

By T. Denis Gardner

AN AUTOMOBILE dealers' emergency wrecker service provided by Electric Garage, Tulsa, Okla., has worked out for the benefit of all concerned. The plan was developed by Owner J. A. Wiedenmann, who has been an independent garageman since the days of old electric cars, from which his firm takes its name.

Back during the depression days when it was hard enough to make a living even during daylight hours, Wiedenmann kept wondering what he could do to make his two night servicemen earn their pay when sometimes they did nothing but sit and wait for an emergency call most of the night.

He finally hit upon the idea of suggesting to local automobile dealers that they allow his garage and wrecker service to make night service runs for them. The dealers did not keep their shops open on a 24-hour basis but often they got calls at home in the middle of the night.

A number of dealers accepted the idea readily and soon Electric Garage had an agreement with them to list its telephone number as their "night" or "emergency" number in the telephone directory and in their newspaper advertisements.

To eliminate confusion and unnecessary explanations for anyone calling at night, the garage servicemen were instructed to answer with the telephone number only when they lifted the receiver.

Wiedenmann also added a sign to the sides of his wreckers which read "Automobile Dealers' Emergency Service" and listed the names of the dealers for whom he handles calls. This eliminated confusion or questioning at the scene of a stalled car when the car owner had called his own dealer as far as he knew.

If a car is only stalled and merely needs starting before it can proceed on its way, Electric Garage's driver-mechanic does the work. The charges may be collected on the spot or may be billed and collected through the dealer.

If a car needs to be taken into the shop for repairs, it is stored in the garage overnight and taken to the dealer the next day. Or if the car owner wishes immediate service, the car is hauled into Electric Garage and repaired. In either event, both dealer and garage get their proportionate shares.

For service calls, Electric Garage charges a flat rate of \$3.50 within the city limits. On longer hauls, the charges are \$1.50 a mile. When a car has to be winched out, there is a plus time charge of \$8 an hour.

Wiedenmann calls one of his

wreckers "Big Joe" and the other "Crash Truck," to distinguish the two. At any hour of the day or night they are apt to be seen on their way to a car that needs service.

Electric Garage has three full-time mechanics on duty during the day and two at night at the present time.

Both the garage and the dealers are profiting by this angle in wrecker service. It might work even better in smaller towns where there is not so much competition, Wiedenmann believes. Electric Garage is not the only shop in Tulsa that offers all-night service to motorists.

Wiedenmann and his servicemen are experienced in repairing all makes of cars and have built up a reputation for accurate and thorough work. This, of course, is necessary in such an arrangement with dealers. The garage has modern equipment to handle all types of repairs.

Wiedenmann is a member of the Independent Automobile Repairmen's Association, whose members take turns holding classes in their various garages, demonstrating or discussing the methods, techniques and problems of their trade. Even as long as he has been in the business, Wiedenmann said that he learned something new at each meeting, whether he was the "teacher" or merely sitting in at the session.

The firm has been in its present location, one block off U. S. Highway 66, since 1923.

Names of the dealerships for which Electric Garage handles emergency calls are shown clearly on the wreckers, avoiding customer confusion.





Dodge Sports Major Changes

THE "Red-Ram" V-8 engine with a 140-horsepower rating at 4,400 rpm is one of the highlights of the 1953 Dodge line. The engine is featured in the Coronet models, with the "Get-Away" six-cylinder engine continued in the Meadowbrook models.

Displacement of the V-8 is 241.1 cubic inches. It has a compression ratio of 7.1 to one and is designed to use regular grades of fuel.

Features of the engine include a highly-efficient hemispherical combustion chamber with centrally located spark plug, lateral valve arrangement and short-stroke "square" design.

The hemispherical chamber is said to give more even burning of fuel, less heat loss and less chance for carbon deposits to form.

Lateral arrangement of valves permits a large valve diameter and a wide spacing between the intake and exhaust valves.

Breathing efficiency has been improved by the design of the manifold systems. For fuel intake, cylinders are fed by equal-length manifold branches so each cylinder gets a full charge. For exhaust, each cylinder has its own individual exhaust port to the exhaust manifold.

Bore is 3 7/16" and stroke is 3 1/4". This "square" design is said to provide a more rigid engine structure and to reduce working friction.

Carburetor is a dual downdraft type, with thin aluminum throttle

body. Distributor is a double-breaker type.

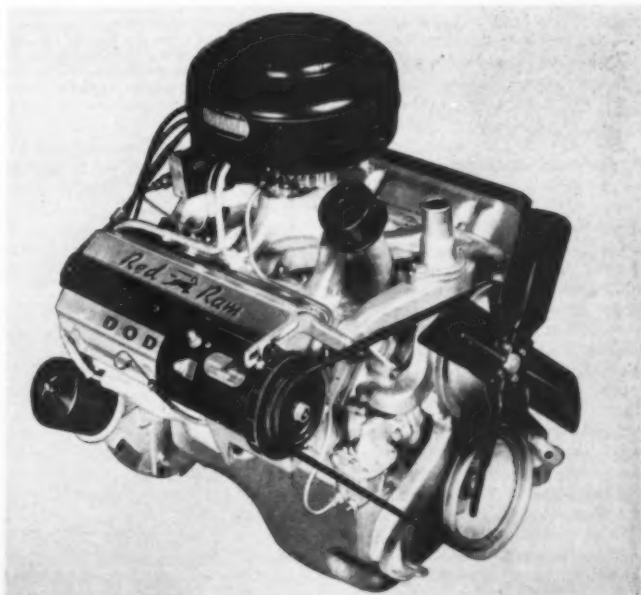
Four types of drive are offered on the Coronet and Meadowbrook models. (The Wayfarer has been discontinued.)

These drives include: Gyro-Torque drive, teamed with the Red Ram engine for driving without

shifting; Gyro-Matic drive for no-shift driving; automatic overdrive and standard drive.

An improved control-arm arrangement on the front-suspension system gives resistance to tilting on turns. Softer, 2" rear springs with fewer leaves contribute to a more comfortable ride.

Red Ram V-8 engine, used on Coronet models, develops 140 horsepower.





NEWS BRIEFS *of the*

Ford Dealers Give Party For Atlanta Shop Men

ABOUT 750 independent garage men, fleet owners and service managers attended a "Get Acquainted" party at the Atlanta Biltmore Hotel Sept. 25 as guests of the Atlanta-area Ford dealers.

R. H. East, sales manager of Ford Division's Atlanta district, welcomed the guests. Entertainment included a floor show. Door prizes, including a 20-inch television set, were awarded. Among officials present was Albert L. Charlesworth of Chester, Pa., parts and accessories manager of the Southeast region.

Sponsors of the party included: Phil A. Boykin, Universal Motors, Hapeville; Robert J. Burke, Burke Motor Co., Atlanta; A. M. Chandler, A. M. Chandler Co., Decatur; William Cook, Hub Motor Co., Atlanta; Milton Daniel, Ernest G. Beaudry Co., Atlanta; W. S. Paris, East Point Ford Co., and R. L. Wade, Wade Motor Co., Atlanta.

A similar meeting was held the following week at Birmingham.

Nash Will Distribute Lightweight Car

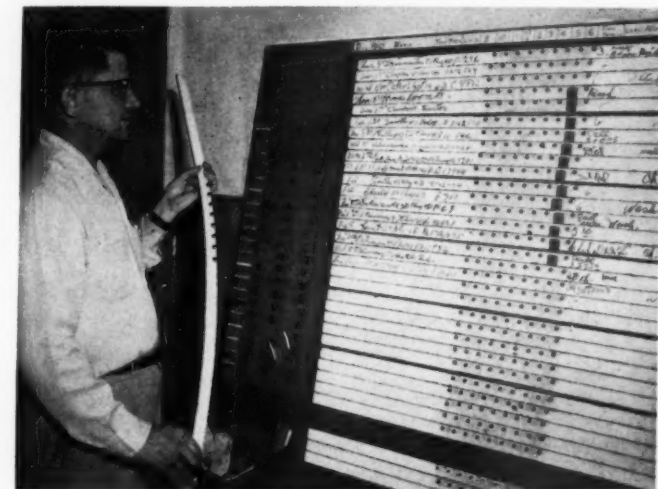
NEGOTIATIONS between Nash and two long-established British automotive firms have been completed for producing "during the latter part of 1953" a new lighter car for distribution in the United States and Canada, George W. Mason, president and chairman of Nash-Kelvinator, announced Oct. 5.

This is a major step toward the eventual production of the NXI car exhibited two years ago, Mason said.

Austin Motor Co., Ltd., will provide the chassis and do the final assembly. Fisher & Ludlow, Ltd., will build the bodies for this model.

A name for the car, which has a definite sports-car appearance, has not been selected.

Changes made since the NXI was shown to the public include an in-



This service control board has worked out satisfactorily as a practical substitute for an expensive control tower at Oliver Motor Co., Chrysler-Plymouth dealership at Columbia, S. C. The pliable boards (note one held in hand of Service Manager H. W. Shealy) are wiped clean of the black crayon markings and used over and over. Numbered metal tabs are placed over the boards to indicate which mechanic is to take the next job or to show which mechanic is working on the job. Service salesmen inscribe data on the board as soon as they can after writing up repair orders, explained Vice-President Kemble Oliver.

crease in the wheelbase to 85 inches and horsepower to 42, more seating capacity and styling improvement, Mason said. The car is designed to give up to 40 miles a gallon, he said.

Although the car will be built in England, it will follow the "Air-flyte" construction principles used on the Nash lines. It will be sold and serviced by Nash dealers in the United States and Canada.

The date for public introduction has not been fixed, Mason said, but it will not be available for sale before the latter part of next year.

"The overwhelmingly favorable response to the nationwide NXI survey and basic economic and motoring trends convinced us there is a market for a compact car of this type," Mason said. The NXI was shown to the public in 1950.

Wynn Gives Atlantian Mechanic's Award

RED Vogt, who operates a garage at Atlanta, Ga., and has been well known in Southeastern racing circles for many years, has been given an award by Wynn Oil Co. for being the chief mechanic on the 1952 Oldsmobile "88" driven to victory in the "Southern 500" by Fonty Flock, Decatur, Ga.

An inscribed, diamond-studded lapel pin and a check were presented to Vogt for his work on the winning car at Darlington, S. C.

With Flock's victory there, Vogt also gained ground for the \$600 award posted on a non-endorsement basis by Wynn's for the chief mechanic of the car capturing the 1952 NASCAR Grand National Championship.

AUTOMOTIVE INDUSTRY



Ultra-Low-Pressure Tire Made for Light Cars

A NEW ultra-low-pressure tire, designed especially for Fords and Chevrolets, has been placed on the market by The General Tire & Rubber Co.

The tire carries only 14 pounds of air, compared with the usual 24 pounds of air for standard low-pressure tires. It is said to give light cars the riding comfort of larger models.

The Jumbo 14, as it is called, is wider at the base or rim and tapers down to a narrow, conventional tread. In addition to absorbing more vibration and road shocks, the reduced pressure is said to give additional blowout and puncture protection.

The tire has been driven into high curbs and deep chuckholes at 70 miles an hour without bruising or breaking, it was reported.

Texas Dealer Spreads The Welcome Mat

"Feel free to use our year-round air-conditioned waiting room at any time for your convenience, for a friendly visit to the company or for meeting a friend," L. H. Young of Young Motor Co., Sherman, said recently in an open letter to residents of the area in Texas.

Women were invited to meet their friends at the dealership after shopping trips and men were urged to meet friends and business acquaintances there. Comfortable chairs, telephone service, a drinking fountain and a cold-drink vending machine help make waiting more pleasant and help time pass quickly, Young pointed out to local residents.

Simple "Bulletin Board" Aids Georgians' Selling of Service

A SIMPLE and inexpensive bulletin board has brought in some worth-while dividends to the service department of Pontiac Master Auto Service at Augusta, Ga.

The board was made from dressed, unpainted lumber, with legs on which it stands while propped against the wall near the service salesman's desk. White sheets of paper, a hundred or more, measuring nearly a yard square, were nailed to the top of the board.

Daily—or as inclination strikes officials of the company—a new message is inscribed in legible, heavy black penciling. The old message merely flopped over the top, just as many old-time calendars were turned over for a new month.

Partner Walter Schlapp reported that the firm had observed that this innovation frequently caught the eye of incoming service customers. At the time of this writing, the

board's message asked customers if their motor oil had been changed in the last 1,000 miles.

This same, inexpensive board—which could be made easily in perhaps an hour by a shop employee—might be useful also in the showroom or elsewhere for sales messages, special holiday greetings, for expressing thanks for patronage or other good-will inscriptions.

Several firms, including one jobber, told about this board, have already planned to adopt it.

Three Arkansas Dealers Affected by Strikes

SIXTEEN members of the AFL International Association of Machinists struck Sept. 17 against three Fayetteville, Ark., automobile dealership shops. Picket lines were set up.

Attorneys for the affected companies said the strike grew out of union insistence that an employment contract include a clause calling for a "closed shop"—something the lawyers said was forbidden by the Arkansas "freedom to work" amendment.

Union representatives made no statement.

The struck companies were Green Chevrolet Co., Lyle-Bryan Packard Co. and Goff-McNair Motor Co. Strikers included mechanics and body and paint men.

Contract negotiations started last April and broke down July 23, company attorneys said.

Bossier Dealers Name Dykes

G. C. Dykes of G. C. Dykes Auto Sales Co., Bossier City, La., has been elected president of the Bossier Automobile Dealers Association. Jake Toler is secretary and J. G. Coleman is treasurer.

L. Irving Woolson, formerly vice-president in charge of manufacturing and a board member, has been named president of DeSoto Division, succeeding the late C. E. Bleicher. Woolson has been with Chrysler Corp. more than 24 years and with DeSoto since 1936. He was named vice-president in 1950.



S. C. Dodge Dealers Benefit By Pooling Inventory Data

THE South Carolina Dodge Dealers Association's more than 40 members have saved a lot of money and time by pooling information on their inventories of new cars and trucks. President Sam Jones pointed out last month in an interview.

"New-truck and new-car inventory reports are received by me in Columbia every Monday morning," he explained. "They are mimeographed, giving complete data on body style, color, equipment, etc., and mailed to our members at noon Monday."

"Then each member is kept constantly informed as to what a member has. When a customer comes in and wants a certain vehicle, if the dealer doesn't have it he can mighty quickly ascertain where to get it."

"Our members are not required to let another one have any unit, but usually they do—either swapping one unit for another unit or billing the member at wholesale."

"Under our old system, it might be necessary to make as many as 40 long-distance calls before you would locate what you wanted, unless you were lucky enough to contact the right dealer after the first few calls. That took money and time."

"We do nothing against Dodge Brothers in the way of any kind

of plotting, but rather we have done them a lot of good, because aside from the many worth-while fellowship angles, we have in effect been able to share each other's inventory. This meant three car sales one Saturday for me which I otherwise would have lost. I would say that to me it has meant a dozen or more sales every month."

Jones is a partner in Hampton Motors, Inc. His partner, S. C. Berry, is secretary-treasurer of the association.

Paul Taylor, vice-president of the group, who is the Dodge-Plymouth dealer at Beaufort, commented: "It has meant a lot to us. It has been extremely valuable to our operations."

The association was founded three years ago. A banquet gathering of the group, with several scores of persons present, was held at Myrtle Beach during the convention of the South Carolina Automobile Dealers Association.

Caviness Heads Chamber

Rupert N. Caviness of Caviness Motor Co., Buick dealership at Ocala, Fla., has been elected president of the Marion County Chamber of Commerce. He is the immediate past president of the Ocala Automobile Dealers Association.

Officers of the Kansas Motor Car Dealers Association are (l. to r.): Secretary-Manager Roscoe Hambric, Topeka; Byron Stout, Jr., Wichita, vice-president; President Ralph Perry, Kansas City; Willard Noller, Topeka, treasurer, and R. D. McKay, Wichita, past president of National Automobile Dealers Association and state NADA director. (Story on page 170.)



JANUARY	APRIL	AUGUST	DECEMBER
SUN	MON	TUE	WED
THU	FRI	SAT	SUN
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	

Looking Ahead

- Oct. 26-28—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- Oct. 26-28—Annual convention of Tennessee Automotive Association, Noel Hotel, Nashville.
- Oct. 27-29—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond, Va.
- Oct. 31-Nov. 2—Annual convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago, Ill.
- Nov. 19-20—Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City.
- Dec. 7-9—Annual convention of Motor and Equipment Wholesalers Association, Chalfonte-Haddon Hall Hotel, Atlantic City, N. J.
- Dec. 7-9—Annual convention of National Standard Parts Association, Ambassador Hotel, Atlantic City, N. J.
- Dec. 9—Annual meeting of Automotive Booster Club International, Traymore Hotel, Atlantic City. (Banquet on 10th at Traymore.)
- Dec. 10-13—Automotive Service Industries Show, Municipal Auditorium, Atlantic City, N. J.
- Feb. 14-18—Annual convention of National Automobile Dealers Association, Civic Auditorium, San Francisco, Calif.
- March 26-29—Southwest Automotive Show, Fair Park, Dallas, Texas.
- May 4-7—Annual convention of Automotive Engine Rebuilders Association, Netherlands Plaza Hotel, Cincinnati, Ohio.
- May 22-24—Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

Industry Relations Improve, Armco Tells Dealers

AS OF this year, a successful program of industrial relations has brought into closer contact the retail dealers in small towns and the factory representatives, Robert Armco of Kansas City, first vice-president of National Automobile Dealers Association, told a regional meeting of NADA at Hot Springs, Ark., last month.

R. D. McKay, immediate past president of NADA and now director for Kansas, gave a report on the legislative program of the association during 1952. Round-table discussions on public relations and

current dealer problems were held.

Other speakers included: Rud Ross, Fort Smith, Ark.; Frank McDowell, Kansas City; Fred Boston, Oklahoma City; George Weber, St. Louis; Roland Hughes, Jonesboro, Ark., and M. R. "Bud" Darlington, managing director of the Inter-Industry Highway Safety Committee. Boston, Weber, McDowell and Hughes are presidents of their state dealer associations.

H. Mead Norton, Oklahoma City, NADA vice-president, presided at the meetings. Region nine includes Arkansas, Missouri, Oklahoma and Kansas.

Gulf Coast Association To Get out the Vote

PLANS for taking voters to the polls are among the first activities of the newly-organized New Car Dealers of the Gulf Coast, of which J. J. Harry, Gulfport, Miss., is president.

The association also planned to have a program during the convention of the Mississippi Automobile Dealers Association at Biloxi.

Buick Delivers Jet

Buick Motor Division last month delivered its first Wright J65 Sapphire jet engine to the Air Force, 19 months and ten days after the contract was awarded. The pilot model will undergo testing at Wright-Patterson Field. The J65 is used to power the F-84-F Thunderjet fighter and the B-57.

Roland Jones (left), Jonesboro, retiring president of the Arkansas Automobile Dealers Association, hands the gavel to President Searcy Wilcoxson, Hamburg. Looking on are (l. to r.): John Bale, Little Rock, first vice-president; Walter Jennings, Little Rock, treasurer, and George H. Benjamin, elevated from secretary-manager to be executive vice-president.

A news report on the convention appears on page 187 of this issue.



Ford to Key Its Production To Market, Sales Chief Says

WHAT about the long-awaited battle royal by Ford to unseat Chevrolet's production superiority, once controls are lifted, as anticipated by some in the industry next spring?

Asked that question in an interview by SOUTHERN AUTOMOTIVE JOURNAL, J. C. "Larry" Doyle, sales and advertising manager, Ford Motor Co., replied:

"Our production is going to be keyed to what the market will stand. We are constantly revising our production projections by the year, the quarter and the month.

"1953 could be better than a 5,000,000-car market, and I only say that on the basis that some of these cars will have to be sold. I think that next year is going to be what Jack Davis (Ford executive) calls a 'salesmen's market'—not a buyers' and not a sellers' market."

Doyle, who started his career with Ford as an office boy in the Kansas City district in 1916, pointed out that Ford has spent more than one billion dollars since the war in expanding facilities, including manufacturing plants, parts depots and modernizing and expanding existing ones.

"At no time have we slowed up in our ability to get the tools and other things to progress," he asserted last month at Myrtle Beach,

where he had gone to address the annual convention of the South Carolina Automobile Dealers Association. "We're going to continue with our expansion as rapidly as conditions will permit.

"This expansion can be made because we believe the market is



Mr. Doyle

there. The age of the average car today is higher than before the war. Four million cars were scrapped last year and about that number will be scrapped this year."

The industry is hopeful of making up by the end of this year the production lost due to the steel strike, with the prospect that this will be the fourth year since the war in which production went to 5,000,000 or more, he said. Only two years prior to World War II has production reached that figure.

Doyle, a former assistant district sales manager at St. Louis and Houston and later district sales manager at St. Louis, told the convention:

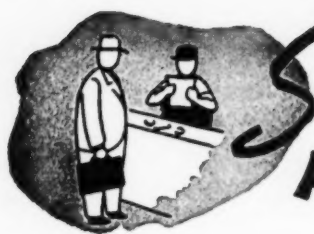
"After controls, it will no longer be a question of producing enough, but of selling what we produce."

He asserted:

"Goods will flow through this country in deeper and wider streams than ever before in history. It will be the job of sales to keep those goods moving and to clear the way for more production. Unless salesmen rise to this challenge, America could become a nation of stockpilers and warehouse builders."

Granting that it was impossible to tell when controls would be lifted,

(Continued on page 166)



Southern JOBBERS AND FACTORY MEN



Too Long Behind the Desk?

WHEN City Auto Parts opened at Lockhart, Texas, nearly a year ago, Owner Roy Stephens grabbed a catalog and set out to make the first round of calls before his salesman took over.

"I learned on my first round that it would be to our best interest to make the outside calls myself, and I have continued to do so," said Stephens, who owns and operates the firm with his brothers.

While in many firms, especially larger ones, it is not practical for the owner to handle all the outside sales work himself, the experiences Stephens has had suggest that some jobbers might find it valuable to spend less time behind the desk and more time in the field. It can pay off—both in better relations with customers and increased insight on the part of the jobber.

Stephens was quick to learn that owners of garages and service stations who deal for themselves and do their own buying like to do business with the boss. One business owner gets more confidential with another owner than he would with a salesman.

"We who own a business have something in common with another business man," Stephens said. "We swap experiences and understand each other's problems. I learned more about the jobbing business during my first week contacting shop owners than I would from several years in my office."

As soon as shop owners on whom Stephens called found out that he was one of the owners—some knew that already but were surprised to see him pop in with a catalog—they let him know what was wrong with the jobbing business as far as they were concerned.

One of the most frequent complaints was that jobber salesmen had no authority. They would promise things that could not be done. As salesmen, they often thought and acted entirely from the salesman's viewpoint, rather than the shop owner's. If their house was out of a certain item, they took it for granted the shop owner should buy a substitute one.

Credit was another thing that new customers wanted to discuss with the boss before they gave an initial order. Some of those Stephens called on made no bones about being in arrears with another firm.

"But in every case these boys had a grievance against that house and were unable to get a satisfactory adjustment," he said. "All our business is contingent on credit. Our first year, our credit losses will amount to a fraction of one per cent."

By keeping in contact with the customers, Stephens learns what to buy in order to sell.

"We have to stock everything that is in constant demand," he said. "We have to have sufficient stock and sufficient variety to take care of our customers."

"Occasionally a customer will in-

As a business owner himself, Roy Stephens (left) can discuss problems and experience with a shop owner in a way that his salesman couldn't. This helps develop friendly—and profitable—relations with customers.



Ever Hit the Road Now?

How long has it been since you stepped out of your office with its cluttered-up desk and busy dictating machine and went out in the territory to see what your customer looks like in his business?

SAJ editors keep hearing reports from jobbers that if only they could find men with horse sense, they could feel then that they could train them up to be real salesmen. Many of these reports have come from executives who were whiz-bangs back in the days when they made calls.

But how long, as we asked, has it been since you made a round with the outside men to learn first-hand the details about which you have heard sketchy reports at the weekly sales conferences?

One Oklahoma official for years has made an annual "tour" of most of the customers of his big firm. Sometimes he does it alone and at others he goes with a salesman. It's meant a lot, he declares, in maintaining close relations. At the same time the salesmen realize that if their reports aren't entirely correct, his field trips will uncover discrepancies.

The accompanying article tells what a wholesaler has observed in his contacts as the only outside salesman his firm has.

quire about an item he might buy just once during many years of shop operation. When we get one of these calls, I ask the customer if he wants us to stock it. I have had them tell me not to, that it wouldn't pay us. This is one business man talking to another."

As the boss, with his own money invested, Stephens can spend time with small accounts that salesmen might pass up because commissions would be small. Owners of smaller shops appreciate the interest Stephens shows in them.

"When we opened, I did not call on a single customer to sell him anything," Stephens said. "I went in to show each account what we had and to talk over with them the lines we would add as demand warranted. The customers I called on were glad to see the boss, not a salesman. Everyone told me that."

"Customers don't like to be sold any more than I like to be sold. I give them an opportunity to buy from me. Those who buy do so either because they prefer to deal with us or because it is more convenient for them to do so."

The progress that City Auto Parts has made since opening in a highly-competitive area between San Antonio and Austin indicates that it is a good idea for the owner or manager of a wholesale business to keep up contacts in the field.

"We have added rebuilt motors, rebuilt transmissions and Schroder products to our lines," C. W. Lancaster, Plant City Auto Supply, Plant City, Fla., reported last month.

Klier and Associates Form Raleigh Spring Service

RALEIGH Spring Service, Inc., has been opened at 216 West Cabarrus St., Raleigh, N. C., with G. W. Klier, manufacturers' representative of Atlanta, as president. M. E. Klier is first vice-president, John McTigue is second vice-president and Fred A. Stone is secretary-treasurer and general manager.

"We will continue to operate this spring business in the same building where Motor Bearings & Parts Co. operated in the past and we will give complete spring service," G. W. Klier said. "For many years I personally sold Motor Bearings & Parts Co. leaf and coil springs and installed a complete spring service for them in 1934."

"My own interest in Raleigh Spring Service is primarily that of the majority stockholder. I will not move to Raleigh or make any changes in my present business."

"John McTigue, one of the stockholders, is an experienced spring fitter. My son will supervise the business and will also continue to represent G. W. Klier Co. in North and South Carolina and Virginia, as he has done for 12 years."

Brown Becomes Representative

John M. Brown, formerly with Allen Electric & Equipment Co., has gone into business for himself, with headquarters at 1104 Clarence St., Bossier City, La. His lines include King Electric Equipment Co., Speedy Manufacturing & Sales Co., Inc., and S. J. Cole Co.

Crow-Burlingame Wins "Joshua" Ad Prize

CROW-BURLINGAME Co. of Little Rock, Ark., has been awarded a "Joshua" first prize for the most distinguished use of match-book advertising for automotive equipment or services during the last year, the Match Industry Information Bureau has announced.

"Red" Ivey's Automotive Service, Atlanta, Ga., received an honorable mention.

The "Joshua," a bronze wall plaque in the shape of a match book, is named for Joshua Pusey, a Philadelphia patent attorney who invented match books. Eugene Smith, sales manager of Crow-Burlingame Co., received the plaque on behalf of the company.

Auto-Lite Net Earnings Show Slight Decrease

ALTHOUGH pre-tax earnings of The Electric Auto-Lite Co. were higher the first six months of 1952 than the same period of 1951, net earnings were lower, according to Royce G. Martin, president and chairman of the board.

Net earnings for the first six months amounted to \$5,009,705, or the equivalent of \$3.35 a share. This compares with \$3.57 a share in the first six months of 1951. Consolidated net sales for the six months ending June 30 amounted to \$132,486,594, a decrease of 15 per cent from the record volume attained during the first six months of 1951.

Salsbury Names Fallas For Western Sales

J. E. "JACK" Fallas has been appointed western sales manager for the Tiremaster Division of Salsbury Corp., Los Angeles, Calif., manufacturer of tire-changing machines.

Fallas has worked with tire distribution for 14 years and formerly was a Goodyear distributor in the Los Angeles area.

Bahrman Represents Porter

Wilbur N. Bahrman, Bethlehem, Pa., has been named representative for Porter-Ferguson, the automotive body tool division of H. K. Porter, Inc., in Maryland, Delaware, the District of Columbia and Pennsylvania. R. E. Van Scoter Co., Denver, Colo., is now representing the line in New Mexico.

Tabulating System Helps Keep Cost-of-Sales Ratio in Line

"OUR sales cost per dollar remains the same because our salesmen work on a percentage of the gross profit," F. C. McLean, president of McLean Auto Supply Co., Laurinburg, N. C., said last month when asked how his sales cost per dollar of gross volume for the first eight months of this year compared with the same period of 1951. (Other replies to the survey appear on page 157.)

"General fixed overhead is probably the highest it has ever been as related to sales," he said. "Gross profits are hard to hold up but we know now where they are."

"January 1 we began using an electric tabulator system for complete sales analysis. Rental costs are very reasonable and the information we get is invaluable."

"Weekly we know what each salesman is doing—how much business he actually wrote, how much came by phone, how much each counterman sold for him or whether it came through the machine shop."

"At the end of each month we automatically take from sales total all of the little items like phone calls, parcel post and bus charges, sales taxes, finance charges, etc. Each is credited against proper expense account."

"Most important of all, we know the cost and sales volume of every

major line we handle and even a lot of the smaller lines, since very few are thrown into 'miscellaneous.' The next step tells us what each salesman does on every line, both cost and sales. Final step gives the same information on all of the larger accounts."

"Once the cards are punched there is little limit to how they can be sorted for the tabulator to give us almost any information we want."

"We know now which lines pay their own way."

MEMA Will Sponsor Panel on Shows

MOTOR and Equipment Manufacturers Association will hold an open manufacturers meeting at the Atlantic City Traymore Hotel Tuesday, Dec. 9, which will feature a panel discussion of the ASI Show, regional shows, booth conferences and the regional automotive show coordinating board.

All suppliers are invited to attend and to join in with questions and comments from the floor.

Harry D. Smith of Barrett Equipment Co. is moderator. Panel members include: A. H. Eichholz of MEMA, Lynn F. Woolman of Equipment and Tool Institute, R. Kennedy Hanson of American Supply and Machinery Manufacturers



Fred S. Durham, Jr., vice-president and secretary of Bonney Forge & Tool Works, has taken on additional responsibilities as director of sales. Harry J. Seaman has been appointed field supervisor and E. S. Sensenbender becomes director of merchandising.

Association, H. R. LaTowsky of E. I. du Pont de Nemours & Co. and Don H. Teetor, chairman of the 1952 ASI Joint Operating Committee.

Frank Brogan Represents Monkey Grip Line

FRANK J. Brogan Co., Dallas, Texas, has been appointed Southwestern representative for Monkey Grip Sales Co., according to T. H. "Tommy" Everett, general sales manager of Monkey Grip.

Brogan will cover Texas, except El Paso, Oklahoma, Arkansas, Louisiana and Memphis, Tenn.

Until Brogan's appointment, Monkey Grip had used a direct sales organization in the Southwest. Present members of that organization remain with the company.

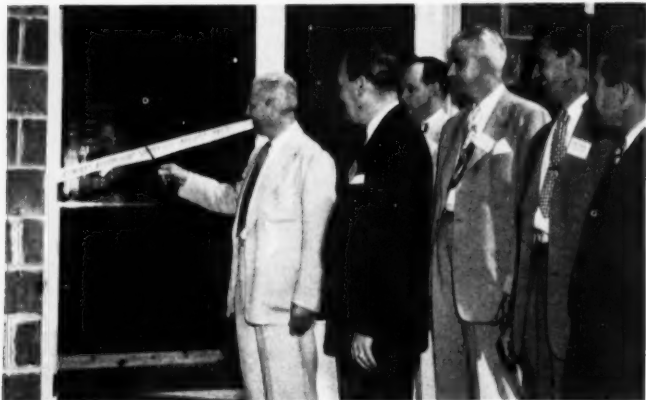
Skilsaw Changes Name

Skil Corp. is the new name of Skilsaw, Inc., Chicago manufacturer of portable electric and pneumatic tools. "We have simply outgrown the name 'Skilsaw,'" said President Bolton Sullivan. "During our 28-year history, the Skil product line has expanded from one portable electric saw to over 150 different tools."

Norman Supply Opens Branch

Norman Auto Supply of Fort Myers, Fla., has opened a branch at 455 Fifth Ave., South, Naples, Fla. R. L. Jackson, who formerly had his own store in Dade City, is manager of the branch, which will operate as Naples Auto Supply.

Mayor Litz McGuire of Logan, W. Va., is shown cutting the ribbon at the formal opening of the new branch of Counts Automotive Supply Co. in that city. Counts personnel watching include (l. to r.): Taylor Frazier, vice-president; Fred Akers, salesman at the Bluefield branch; George Short, general manager; Robert Coleman, manager of the Welch branch, and Bernard Webb, manager of the Logan store. Counts is a division of Bluefield Supply Co., with headquarters at Bluefield.



New Orleans Auto Supply Gets "Inside" Opinions

WHEN the management of New Orleans Auto Supply Co., New Orleans, La., set out recently to obtain a true picture of what their customers thought of the firm, they got results—and mostly good ones.

An over-sized double post-card was mailed to all customers, asking them to rate New Orleans Auto Supply Co. on its services. The card was an eye-catching orange, printed in black and illustrated with a cartoon-type drawing. There was no individual identification on the card so customers could express themselves freely without signing their name or being identified in any way.

The card had spaces for the customer to check "good, fair, poor" on the following services: phone-order service, counter service, availability of merchandise, parking facilities, salesman service, machine-shop service, delivery, courtesy, technical information. Space was provided for additional comments.

"The returned cards were tabulated and the results showed that 77.7 per cent rate us good on all subjects, with a high of 92.8 per cent on some," said R. E. Zerlin, proprietor. "We are pleased with the results and consider it our lucky day when we realize that we are in a service business."

Since the company was founded in 1914, it has had the advantage of growing up with the industry, he said.

Tung-Sol Names Cotsen For Renewal Sales

L. E. COTSEN has been named manager of renewal sales for Tung-Sol Electric, Inc., it has been announced by R. E. Carlson, vice-president in charge of sales.

Cotsen has been succeeded as sales manager of the eastern division by Walter R. Ohlsen, formerly a salesman. Both will headquarter at the main office in Newark, N. J.

Atlanta Warehouse Moves

Automotive Warehousing, Inc., of Atlanta, Ga., is now in larger quarters at 477 Eighth St., N. E. The move has made it possible to consolidate all his warehousing activities in one building, Art Dutton reported. Lines handled include Hollingshead, Heckethorn and Felt Products.

"Bert" Roberts Dies At Washington

HERBERT A. "Bert" Roberts, president of Roberts Brothers Co., Washington, D. C., died Oct. 4 after an illness.

He was the brother of Fred S. Roberts, president of Phelps-Roberts Corp., Washington, and of National Standard Parts Association.

Texarkana Group Formed

Jobbers in the Texarkana area have organized the Four-States Automotive Wholesalers Association. Temporary officers are C. E. Turner of Wadel-Connolly Co., president, and L. P. McClure of Porter-McClure Co., secretary. H. C. Westbrook, a director of the Automotive Wholesalers of Texas, helped arrange the organizational meeting for the group.

Lamb Takes on G & T

The Russ Lamb Co., Fort Worth, Texas, is now representing the Greasemaster line of lubrication equipment, made by G & T Industries, in four Southeastern states, Russ N. Lamb has announced.

Life-Time Appoints Stark

W. W. Stark has been appointed zone manager in the Southwest for Life-Time Battery Corp. of America, New Braunfels, Texas. He formerly was Gulf Coast sales representative for an oil publication.

Gorman O. Spake has been named Eastern division sales manager for Laher Spring & Tire Corp., with headquarters at Memphis, Tenn. He will direct sales for all the firm's automotive production in states east of the Rocky Mountains. He has been with Laher five years.



Nate Roberts to Address Convention of NSPA

NATHAN M. Roberts, the executive secretary of the Automotive Wholesalers Association of Alabama, will be one of the principal speakers at the annual convention of National Standard Parts Association at Atlantic City, N. J.

The convention, expected to be attended by 1,200 or more persons,



Mr. Roberts

will open with a reception Sunday afternoon, Dec. 7, at the Ambassador Hotel in honor of new members. Sessions will be held the two succeeding days, preceding the four-day Automotive Service Industries Show.

Roberts, who was elected to his position August 2, 1948, will talk about automotive trade associations from all levels—national, state and local. He has been helpful in the organizing of the New Orleans association, the new North Carolina Automotive Wholesalers Association and recently addressed a preliminary meeting aimed at forming an association of jobbers of Atlanta, Ga.

Dr. Norman Vincent Peale, pastor of Marble Collegiate Church and nationally-known lecturer and author, will speak on the "Technique of Successful Selling" at the NSPA meeting. He will emphasize the complete scale of human contacts that is so important today in selling.

Peale's articles have appeared in the *Reader's Digest* and other leading magazines. His radio program, "The Art of Living," and his weekly newspaper column, "Confident Living," are known to many people, as is his book, "A Guide to Confident Living."

(More Jobber News on page 156)

SERVICE AND MAINTENANCE



Always tighten to specified torque.

Let's Get Our Bearings!

NO! WE are not lost at sea, nor up in the "wild blue yonder" in search of flying saucers. However, some of the reports hitting our "bench" lead us to believe that some mechanics really need to get the know-how of bearings. (In this instance we are dealing with engine crank and/or camshaft bearings.)

In all of our too many years of experience we have yet to hear an owner report a bearing failure without the remark that "the oil had just been changed and the failure occurred at a very moderate car speed." This remark can in no way compete with the mechanic's alibi for an incorrect bearing installation.

As simple as a bearing installation is today, and yet to have as many misfits, we wonder what the guys would have done in the "old days" when we had to scrape, blue, try, scrape, blue and try, until we had the proper "fit."

The slow and exacting scrape-and-try way is as out of date as the horse-and-buggy days. Today you can select from stock the right

bearing for the job and check it in place. The catch is the word "check"—too many mechanics don't check them in place.

Even with all the advantages of today, the job is no snap. The eager-beaver who thinks that he can just slap in a new set of bearings is due

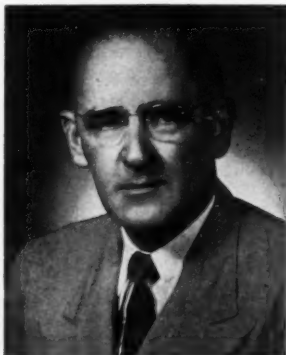
for an upset; if certain precautions are not observed, it is just as easy as ever for the job to go sour. Yet today, for the real mechanic, the job is simpler and quicker and, for the owner, less expensive. "Con" rod and main bearings used in most cars today are designed for easy installation and precision fit. It takes less brawn than it used to, but it still takes a certain amount of brains.

Since know-how is the sign of a good mechanic, let's brush up on this matter of bearings.

To begin at the beginning, let's keep in mind what we want to accomplish, so let's find out why we have bearings in an engine. From their location we can see that they carry tremendous loads—the full power impulse of the engine. They serve, therefore, as a mechanical cushion.

Since the loads they carry are very heavy ones, and since like attracts like, bearings must be of different metal than the parts which they support. If steel turns on steel, power is lost in overcoming friction. The surfaces seize and

By E. M. Lowery
Technical Editor



November: Keeping Heat in Cooling System

There are about as many complaints about people being cold in cars in winter as about engines overheating during the summer. Ed Lowery discusses cooling system and the heater next month.

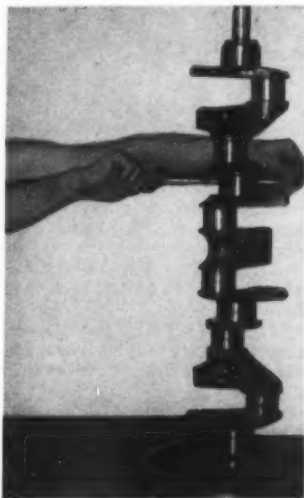
eventually destroy each other. So the chief job of the bearing is to provide a frictionless surface which will carry great loads without binding.

Bearings used today do this to an outstanding degree. Bearing surfaces are a thin coating of babbitt. Softer than steel, this metal cannot weld to or score a shaft. It will absorb a certain amount of dirt and grit which helps protect the shaft against scoring from foreign particles entering the engine.

Most passenger-car bearings used today are the "shell type" in which the babbitt is applied to a steel or copper shell for strength, snug fit and rapid heat conduction.

To assure accurate clearance, service bearings are supplied in a variety of sizes in addition to standard dimensions. The bearings are termed thicker wall bearings, since the wall thickness is greater than standard. Maybe you have been calling them under-size bearings. However, they are not actually under-size. The walls are thicker, which makes the inside diameter smaller so they will fit worn or turned down shafts.

When we speak of .001" thicker wall bearing, we mean one whose inside diameter is .001" thicker than standard. Let's remember that is the total diameter—each half of the bearing is only one-half thou-



Determine crankshaft journal size before selecting bearing.

sandths thicker. Most manufacturers supply such bearings up to 10 to 15 thousandths thicker walls.

In shooting trouble, the smart mechanic often saves himself a lot of work by using his head or ear. Listening to an engine "turning over" can tell plenty about what

goes on within, just as a doctor learns about internal ills by listening to your chest.

Certain kinds of internal trouble have sounds all their own, and a bearing noise is one you can often recognize and pick out from others. The sound made by a loose "con" rod bearing is a rapid metallic knock that is most distinct with the engine turning at slightly above idle speed or on the down beat from quick acceleration. To locate the noise, short out one of the plugs at a time. If the noise disappears or quiets down when a particular plug is shorted, you have found the rod in which it occurs.

A main bearing knock is usually deeper and heavier than one produced by a "con" rod bearing. You have found it if it quiets down an equal amount when you short the plugs, one at a time, on each side of it.

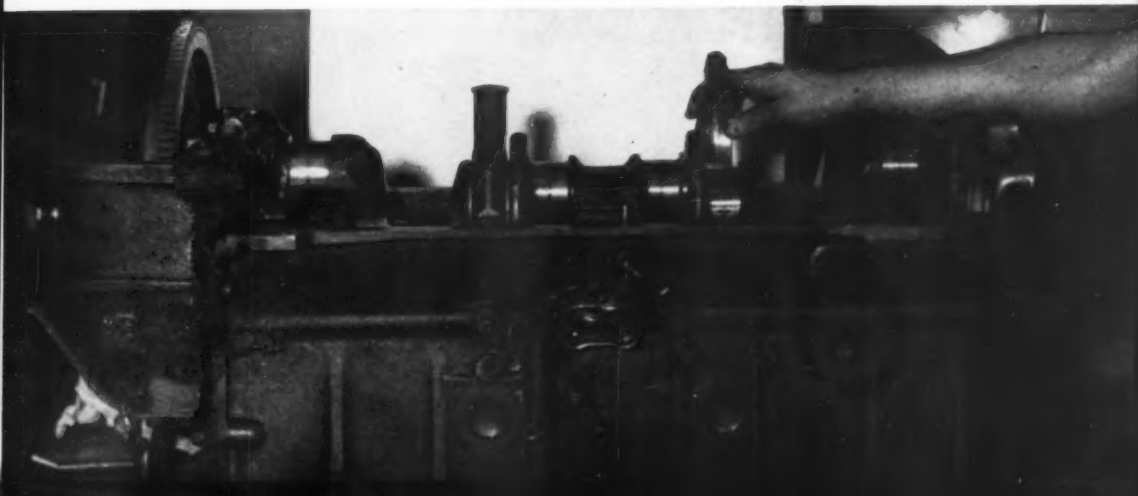
Sometimes it is very difficult to determine a main or "con" rod noise. However, a main bearing noise will show up when the engine is under heavy load.

The next step is to look over the bearings you suspect are in trouble. But wait; don't go ahead and take them off yet. First, examine caps for identifying numbers; mark those not numbered to be sure of putting them back on the same journal they came off. When you go after the main bearings, remember to remove only one at a time and to mark both cap and a nearby spot on the block with a prick punch.

There is nothing special about removing "con" rod bearings. They will probably fall right out into your hand, but main bearings are a different story. To remove the up-

(Continued on page 123)

Cleanliness is a MUST.



Making the Tests Before Tune-Up

By Lynn F. Snoddy

WE RECENTLY have had opportunity to observe the methods of two highly-rated tune-up specialists in our area.

One seems to be overly anxious to get started on a job. The instant a tune-up rolls into his stall, he grabs a handful of wrenches and immediately begins dismantling parts.

He makes good time and turns a job out in a hurry, but we noticed that often a completed job did not run to suit him and he had to do a lot of back-checking to find out why.

He seems to understand his test equipment and all the jobs finally leave in good order, but we couldn't help wondering why he doesn't do more checking beforehand and less after he has trouble.

The other man, who works in the corresponding department of another shop, operates in an entirely different manner. When a job comes in, he seems to be in no hurry at all to get started on it. To a casual observer he appears to be just stalling around as he peers under the raised hood, hooks up an instrument or two and revs the engine up and down.

On one job we watched him make a complete fuel-system check. On another he tested the coil. Still another received a battery test. Only after seeming satisfied did he start actual work on the job.

"No, I don't feel I'm wasting time when I make a few checks before starting a job," he said in answer to our question. "For me it saves time because it tells me what parts need special attention and what places need only routine work. When I check over a job before starting on it, I get a fairly close idea of just how long it's going to take me. In that way, I can plan

my work better and maybe handle another job or two during the day.

"Take the distributor on this job. The test I just made showed there was nothing wrong with the bushings or breaker plate. Therefore I won't have to overhaul it, just put in a set of points and check the calibration. I'll save a lot of time there.

"Right now I'm making a primary circuit test. It shows okay, so I know I won't have to use up a lot of time tightening connections back of the instrument panel. No, sir! I wouldn't want to work without my 'before tune-up' tests."

A few quick tests cannot be expected to take the place of a complete engine diagnosis, which is a separate operation and should be handled as such. Since this man has so successfully practiced his method of pre-tune-up checks, a list of the tests he makes can be of value to others who want to speed their work and lessen their comebacks.

The following can be run off in five minutes or less:

Visual Inspection

This can be completed in a few seconds after lifting the hood and is important. The job may look so beat up and neglected that a wise man would shy off and decline to tune it.

Examine plug wires. If they're bad, allow extra time for replacement. The same is true with the flex fuel line. Look the battery over for bulged sides and cracked case. Bad batteries spoil good tune-ups.

Watch for recently-cleaned carburetor or other signs the job has been worked on. Someone else may have failed to please the owner and you may be in for a rough time.

Vacuum Test

Connect vacuum gauge and tach-dwell meter. Start engine and idle

Instruments should be used before as well as after tune-up.





Compression must be okay or a tune-up job won't be satisfactory.

to about 400 rpm. Try to adjust carburetor to obtain highest vacuum for that particular engine.

If it's possible to get vacuum high and steady, a compression test may be a waste of time. But if needle "kicks back" a point at regular intervals, it is best to make a careful compression check, watching for low cylinders.

Distributor Test

With engine idling, note dwell reading on meter. Rev engine slowly to about 1,000 rpm and down again to idle. Dwell should not have changed more than two degrees. If it does or if it acts erratically, it's usually the sign of worn breaker plate or bushings and distributor will need to be overhauled.

Carburetor Test

Part of this was done when idle was adjusted for vacuum test. Naturally, had it been impossible to adjust idle, then that part of the carburetor must be given particular attention when it is torn down. Particularly does that apply to one side of a dual carburetor.

The only other carburetor test possible at this time is that of the

accelerating system, which can be made by suddenly opening the throttle. An accelerating system completely out of action can mean water has entered the carburetor, causing damage impossible to repair.

Secondary Efficiency Test

With engine at idle, connect positive lead of milliammeter to ground and rev engine to about 600 rpm. Touch negative lead to spark plug terminal. Meter should read "3" or better. If not, it's best to test coil and give particular attention to coil wire and radio suppressor.

Note: If during this test meter reads backward, check primary wires at coil. Quite likely they're connected wrong.

Primary Circuit Test

With engine stopped and ignition switch "on"—ignition points closed—connect positive lead (with negative ground battery) to "hot" battery terminal and negative lead to battery terminal of coil. Voltmeter should now read not much over .2 volt. A reading of .5 can mean serious trouble, probably a loose ammeter connection, but pos-

sibly burned ignition-switch contacts.

Fuel-System Tests

Since this must be done with line disconnected from carburetor, it can best be made just before that unit is removed. Check pressure first by connecting gauge hose to line removed from carburetor and operating engine at idle or with starter. Pressure must be within limits for that particular engine or carburetor will starve or flood.

A capacity test of pump and line can be made by attaching hose to disconnected line and allowing other end of hose to rest in quart measure. Run engine at idle on fuel already in carburetor and check amount of fuel pumped in 45 seconds. This should be at least one pint for all passenger cars and light trucks. If not, either pump or line to tank is at fault.

Battery Test

Sometimes this is not necessary because should a battery look new and clean and is still going strong after a compression check, it can be assumed to be okay. But rather than allow a bad battery to spoil an otherwise perfect tune-up, it is often wise to make sure of its condition with a gravity or capacity test—perhaps both.

Summing Up

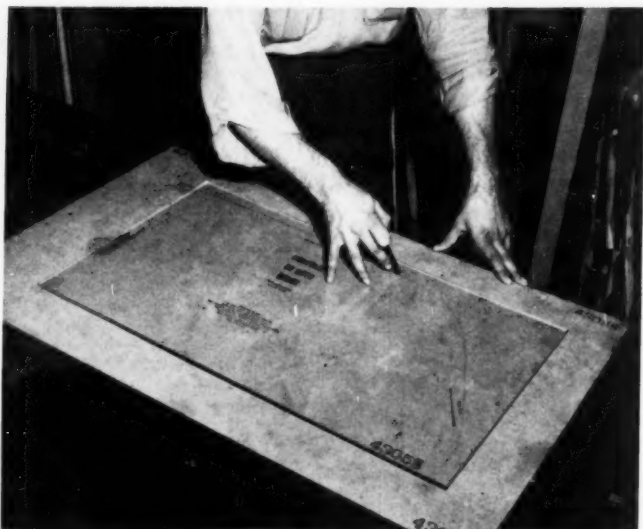
All this can be done in much less time than has been taken to tell it here. Often some of the tests can be dispensed with. Others can be considered as "musts."

For instance, the distributor test is quick, easy and can save a lot of time later, but where there is no complaint of poor high-speed performance, why bother with a fuel pump capacity test? We'd say in so far as possible, adapt methods to the individual case for the best results.

Unquestionably the habit of pre-tune-up checking will in many cases uncover the need for additional work. As an example, the labor for installing a new fuel pump is not ordinarily included in the price of a tune-up. Neither is replacement of a burned ignition switch. Thus we see that the additional revenue obtained can more than offset the few minutes' time used in making a few tests, besides assuring a faster and better tune-up job.

Why shouldn't we check before we tune?

BODY-SHOP OPERATIONS



GLASS JOBS

By E. M. Lowery
Technical Editor

A NUMBER of shops purchase glass which is cut to pattern, while others purchase glass in standard-size blocks and process to size in their shops.

The latter method requires skill and equipment. However, where the volume permits the purchase of such equipment, it is more profitable because some of the waste can be used for various small vents, etc.

So, let's start at the beginning.

What tools are needed to set up a glass department?

Cutting Equipment

Cutting table with felt or carpeted top.

Glass cutters.

Straight edge.

Glass pliers.

Heating coil and locators.

Razor blades and holders.

Grinding Equipment

Rough grinding machine.

Upright edging machine.

Belt machine.

Installation Equipment

Channel vise.

Angle iron.

Screwdrivers—all sizes.

Rubber mallet.

Channel tool.



Top: There's a trick in following the pattern, but skill can be acquired with practice. Many glass men push the cutter to avoid hiding the pattern.

Bottom: Using the horizontal rough grinding wheel.

Miscellaneous

Graphite.
Kerosene.
½ in. paint brush.
Cup grease.
High-quality soap flakes.

Cutting Table

The cutting table must be firm and level. It should be 36 in. above the floor for a good working height. Make the lighting good and see that lights are well above your line of sight.

The table should be covered with soft felt or deep-piled carpeting. A covering of this type prevents the tiny glass chips from previous cuttings from marring or scratching the glass as you slide it around while making the cut.

A hard surface holds the chips tight against the glass, causing scratches. Keep a whisk broom handy for sweeping the table top clean and free of chips.

The Cutter

Get a GOOD cutter! The best is inexpensive and you can't do a good job without one.

Most cutters used today are the hardened steel wheel type, made by a number of manufacturers. One size cutter will handle most work, but sometimes you may need special cutters for special work; they are available.

The cutter should be kept in good condition by immersing in a mixture of light oil and kerosene while not in use. This prevents rusting, keeps the cutter clean and makes certain that the wheel will turn freely on its shaft at all times. A sharp cutter should be used at all times.

The glass should be thoroughly cleaned before cutting. Dirt particles, oil spots and the like often cause the cutter wheel to "skip" as you make a cut, so you don't get a clean break when you run it.

Before starting the cut, a wipe of kerosene along the line you intend to follow gives you a better cut. The kerosene eliminates much flaking from the cut, especially where too much pressure is used. It also



Belt grinding machine does a very efficient job in less time.

reduces the tendency for the cutter to slip and prevents skips caused by the cutting wheel striking particles of dirt on the surface.

The kerosene should be wiped off the glass after making the cut as it covers and hides the cut mark on the glass.

The cutter should be held firmly so it will not rock back and forth while making the cut.

Making the Cut

Glass should be kept in a warm room, or put in a warm place before cutting, as it is much easier to cut and less likely to break when warm than when cold.

For best results, exert just enough pressure on the cutter to make a fine light cut. Too much pressure causes flaking which may distort the cut. Then, too, the chips are often actually minor runs which may become cracks in the glass later on.

Use of Pattern

Before starting, note the type of edge work used on the original glass. If ground or polished edges are to be furnished, the cut should be made to exact size; if not, cut 1/32 in. undersize. This will make the glass easier to install and will not require forcing.

Place the block-size over the pattern, making sure the block-size allows enough margin for cutoff. If the cut is less than one inch from the edge, use glass pliers to carefully run the cut.

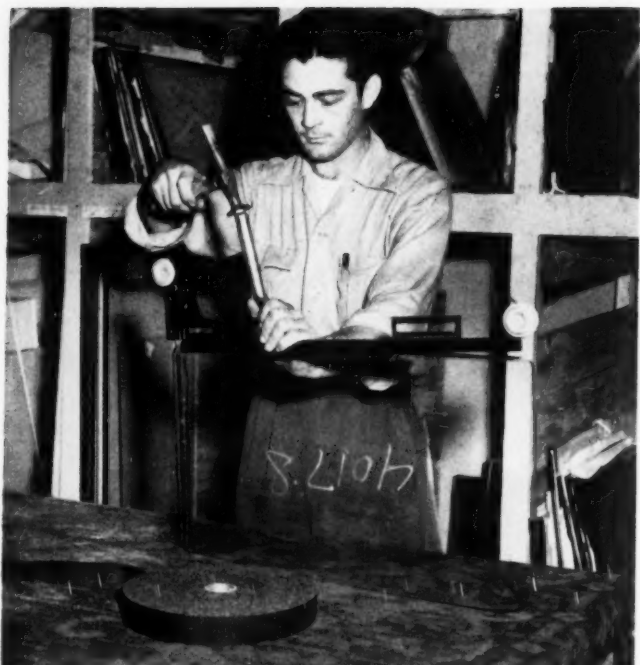
In cutting the pattern you will probably find it easier to push the cutter as this enables you to follow the pattern without having the cutter itself hiding the pattern. This also applies in making a cut on a piece of safety glass, where the one must be directly over the cut on the opposite side. (Having one cut directly over the other avoids a lot of grinding later on and makes it much easier to cut the plastic.)

Running the Cut

Using thumb pressure on the glass when it is standing on edge is practiced. However, laying the glass flat and using the tapping method to run the cut proves more successful.

November: Short Cuts

Just about any mechanic could be expected to be interested in Technical Editor Ed Lowery's November subject: "Short Cuts in Metal Straightening and Repairing." Time saved is dollars made.



Top: Installing the channel.

Bottom: Preparing a curved glass for installation.

Here is where the "give" of the felt top table comes in handy. Press on the glass with your thumb and you will find it bends enough to run the cut. In doing this, however, keep the pressure behind the run. Avoid excess pressure, as that often causes chipped edges or it may vent

the glass. If cut is less than 1 in. from the edge, use pliers to run it.

Good results are also obtained by the tapping method.

After making the cut on one side of safety glass, run that cut before turning the glass over and making the second cut. If this is not done,

a vent is likely to occur along the first cut.

Tips on Cutting

In cutting combination safety glass (one light single strength and the other double strength), it is best to cut the heavy glass first, making certain you run it clear through its thickness; then cut and run the thinner glass.

Cutting the Plastic

After the safety glass is cut and flexed on both sides, the waste glass is held to the balance by the plastic only. Extreme care should be taken to avoid chipping the edges of the glass or overstretching the plastic.

If glass is cold (below 75 deg) it is advisable to heat the plastic along the cut line. Trying to cut the plastic while it is cold may cause chipping of the glass and subsequent breaks.

A heating coil or other device, applied to the cut for a few minutes, will soften the plastic sufficiently. Care should be taken not to overheat the glass too much as too much heat will cause the plastic to bubble.

If heating coil is used, do not let wire get hotter than cherry red. Use a sharp, thin razor blade to cut the plastic. Stretch the plastic only enough to allow for free entrance of the razor blade.

Preparation of Glass for Grinding

Be sure all excess plastic is cut off flush with the glass; otherwise, the extended plastic will cause bumping and possibly chipping of the glass while on the grinding wheel.

Grinding Wheels

The upright roughing wheel is not recommended for grinding safety glass, because it is likely to cause chipping along the edges. However, the horizontal rough grinding wheel will do a good job.

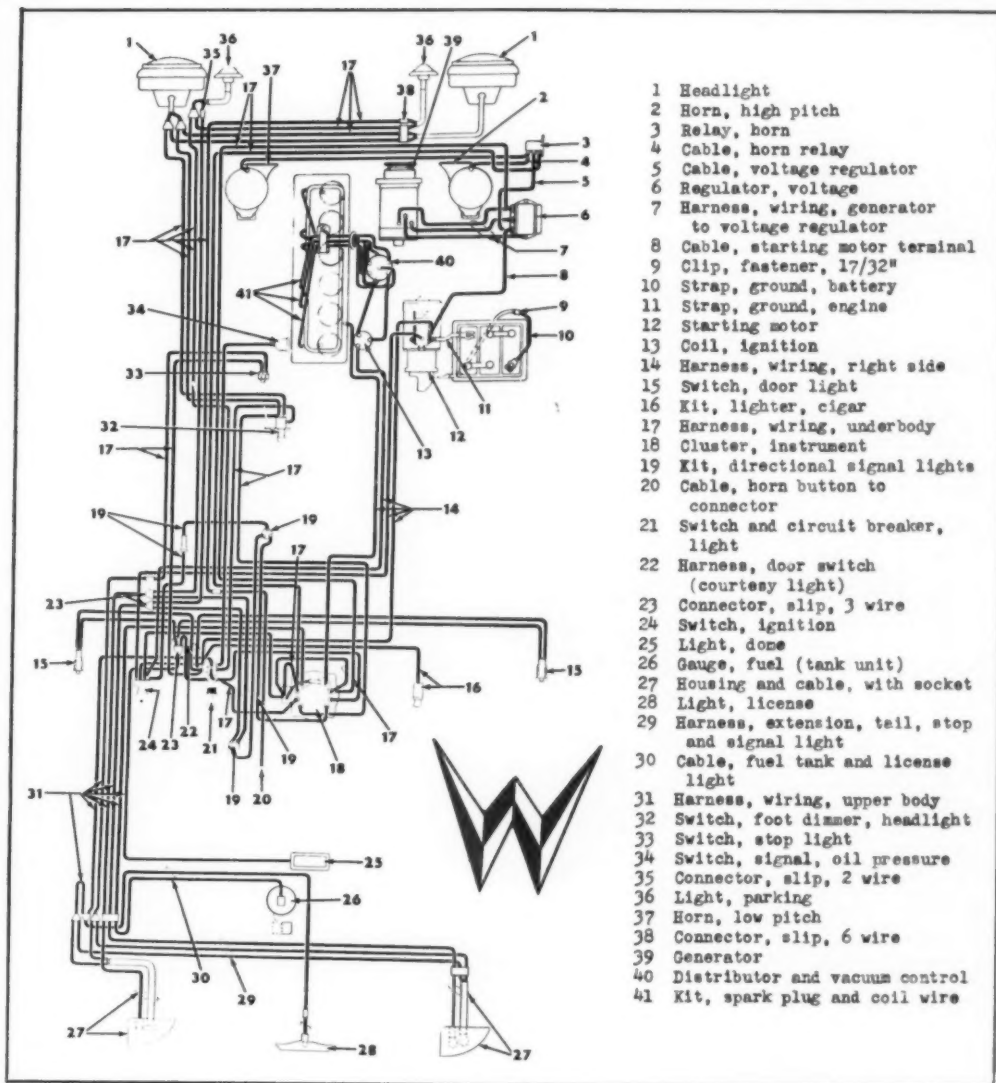
Using a small amount of kerosene in the water of your grinding wheel will speed up grinding and act as a solvent. This prevents the plastic from filling up the pores of the grinding wheel.

Polishing

We recommend that, for a more finished job, the edges be polished by making several quick passes over a cork or composition polishing wheel, using pumice as a polishing agent.

Belt Machine

The wet belt grinding is found
(Continued on page 113)



WIRING DIAGRAM FOR 1952 WILLYS AERO ACE

Nash

1952

"RAMBLER" SERIES

WIRE NO.

1. Starter Switch
2. Battery—Ground
3. Starter Switch—Starting Motor
4. Ignition Switch—Ignition Switch
5. Light Switch—Ignition Switch
6. Voltage Regulator (B)—Light Switch
7. Ignition Switch—Dash Light Switch
8. Dimmer Switch—Headlamp Junction
9. Block (High) Junction Block—Left Headlamp
10. Block (High) Junction Block—Right Headlamp
11. Headlamp Junction Block—Engine—Connector
12. Oil Pressure Switch—Engine—Connector
13. Dimmer Switch—Beam Indicator
14. Dimmer Switch—Headlamp Junction
15. Block (Low) Junction Block—Left Headlamp
16. Headlamp Junction Block—Right Headlamp
17. Light Switch—Connector (Left Tail Light)
18. Light Switch—Connector (Right Tail Light)
19. Light Switch—Connector (License Plate Light)
20. Light Switch—Connector (Right Side Marker)
21. Stop Light—Connector (Stop Circuit)
22. Tail Light—Connector (Tail Circuit)

WIRE NO.

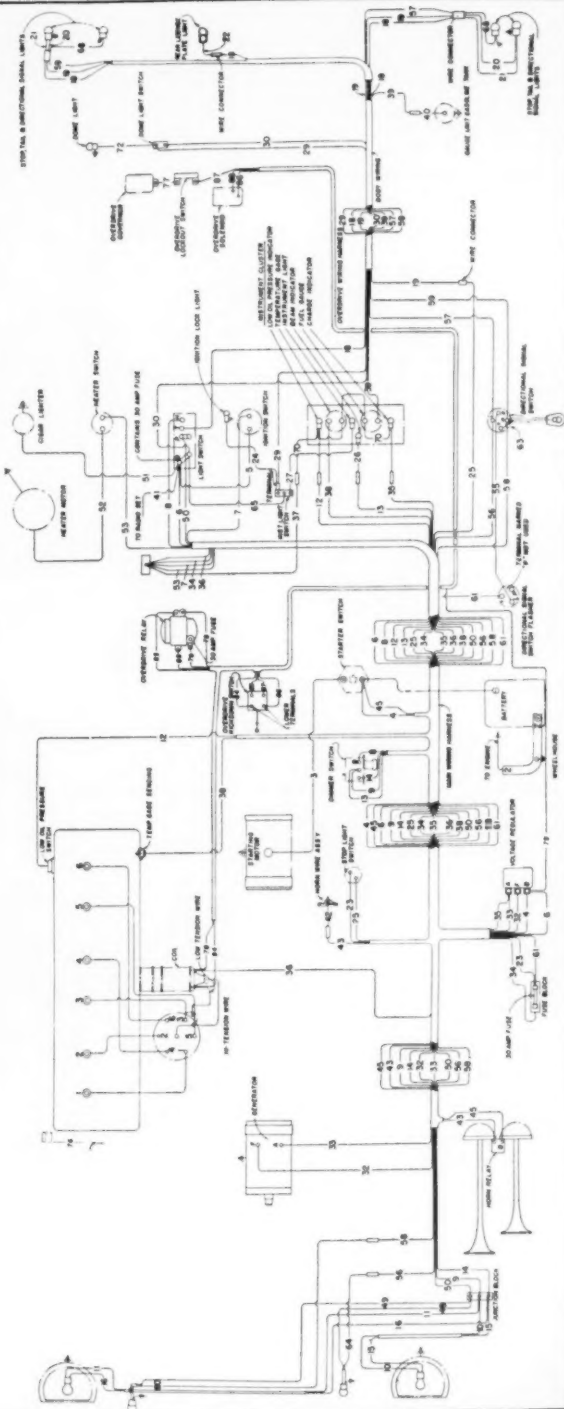
23. Stop Light Switch—Fuse Block
24. Ignition Lock Light—Connector
25. Stop Light Switch—Stop Circuit
26. Connector—Beam Indicator
27. Instrument Light—Instrument Light
28. Instrument Light Switch—Rear Dome Light Switch
29. Instrument Light Switch—Rear Dome Light Switch
30. Voltage Regulator (A)—Generator
31. Field Voltage Regulator (F)—Generator
32. Voltage Regulator (A)—Generator
33. Dash Foot—Fuse Block
34. Voltage Regulator (A)—Charge Indicator
35. Voltage Regulator (A)—Charge Indicator
36. Connection—Call
37. Dash Foot—Instrument Cluster Harness
38. Connection—Gauge (Instrument Panel)
39. Fuel Indicator (Instrument Panel)
40. Fuel Indicator (Instrument Panel)
41. Radio—Light Switch (Gas Tank)
42. Horn Button—Connector
43. Horn Button—Connector—Horn Relay

WIRE NO.

44. Starter Post (B)—Horn
45. Left Parking Light—Junction Block
46. Right Parking Light—Junction Block
47. Right Parking Light Switch—Junction Block
48. Cigar Lighter—Light Switch
49. Heater Motor—Switch
50. Directional Signal Flasher—Switch
51. Directional Signal Flasher—Switch
52. Directional Signal Flasher—Switch
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WIRE NO.

101. Directional Signal Light—Connector
102. Courtesy Light—Connector
103. Courtesy Light—Connector
104. Courtesy Light—Connector
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196. Courtesy Light—Connector
197. Courtesy Light—Connector
198. Courtesy Light—Connector
199. Courtesy Light—Connector
200. Courtesy Light—Connector



WIRING DIAGRAM FOR 1952 NASH RAMBLER

1852 ★ *Studebaker* ★ 1952

The name with 100 years of fame
on the roadways of the world



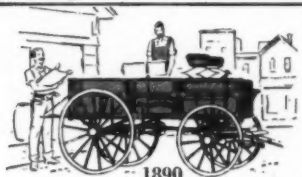
1852



1873



1882



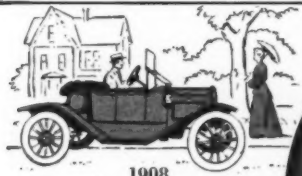
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1902



1904



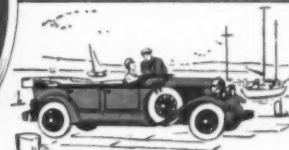
1908



1918



1920



1929



1937



1939



1942



1947



1952



1952

CURRENT PASSENGER-CAR SPECIFICATIONS

Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	ENGINE												
		No. Cylinders and Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	RINGS		OIL		Oil Filter	Vibra. Damper	Carburetor
								No. and Size Comp.	No. and Size Oil	Crankcase (qt.)	Air Cleaner			
BUICK 40 Special.....	121 1/2	81	3 3/8 x 4 1/2	32.51	120 @ 3600	Ch	5	2-.0937	1-1.1875 1-1.1863	6 1/2	OB	Y	Y	St-Ca
BUICK 50 Super (except Model 52).....	121 1/2	81	3 3/8 x 4 1/2	32.51	124 @ 3600	Ch	5	2-.0937	1-1.1875 1-1.1863	6 1/2	OB	Y	Y	St-Ca
BUICK Model 52.....	125 1/2	81	3 3/8 x 4 1/2	32.51	124 @ 3600	Ch	5	2-.0937	1-1.1863 1-1.1865	6 1/2	OB	Y	Y	St-Ca
BUICK 70 Roadmaster (except Model 72).....	126 1/2	81	3 3/8 x 4 1/2	37.81	152 @ 3600	Ch	5	2-.0937	1-1.1875 1-1.1865	8	OB	Y	Y	St-Ca
BUICK Model 72.....	130 1/2	81	3 3/8 x 4 1/2	37.81	170 @ 3800	Ch	5	2-.0937	1-1.1875 1-1.1865	8	OB	Y	Y	St-Ca
CADILLAC 62.....	126	V81	2 1/2 x 3 3/4	46.5	190 @ 4000	Ch	5	2-.0781	1-1.1875	5	OB	N ¹	Y	Ca-RP
CADILLAC 60 (Fleetwood).....	130	V81	3 1/4 x 3 3/4	46.5	190 @ 4000	Ch	5	2-.0781	1-1.1875	5	OB	N ¹	Y	Ca-RP
CADILLAC 75.....	146 1/2	V81	3 1/4 x 3 3/4	46.5	190 @ 4000	Ch	5	2-.0781	1-1.1875	5	OB	N ¹	Y	Ca-RP
CHEVROLET Styline & Fleetline Special & DeLuxe.....	115	61	3 1/2 x 3 1/2	29.4	92 @ 3400	G	4	2-.1237	1-1.1863	5	OB	N ¹	Y	RP
CHEVROLET Styline & Fleetline (with Powerglide Drive).....	115	61	3 1/2 x 3 1/2	30.4	105 @ 3600	G	4	1-1.1237 1-1.0932	1-1.1863	5	OB	N ¹	Y	RP
CHRYSLER Windsor & DeLuxe.....	125 1/2	6L	3 1/8 x 4 1/2	28.36	119 @ 3600	Ch	4	2-.0937	2-1.1562	5	OB	Y	Y	Ca
CHRYSLER N. Y. & Imperial.....	131 1/2	V81	3 1/8 x 3 3/4	46.51	180 @ 4000	Ch	5	2-.0781	2-1.1875	5	OB	Y	Y	Ca
CHRYSLER Crown Imperial.....	145 1/2	V81	3 1/8 x 3 3/4	46.51	180 @ 4000	Ch	5	2-.0781	2-1.1875	5	OB	Y	Y	Ca
CROSLLEY Model CD.....	80	41	2 1/2 x 2 1/2	10	26.5 @ 5400	G	5	2-.0625	2-.155	2	OB	Y	N	T
De SOTO S-15 DeLuxe & Custom.....	125 1/2	6L	3 1/8 x 4 1/2	28.36	116 @ 3600	Ch	4	2-.0937	2-1.1562	5	OB	Y	Y	Ca
De SOTO S-17 Fire Dome.....	125 1/2	V81	3 1/8 x 3 1/2	42.05	160 @ 4400	Ch	4	2-.078	2-1.186	5	OB	Y	Y	Ca
DODGE Wayfarer.....	115	6L	3 1/8 x 4 1/2	25.35	103 @ 3600	Ch	4	2-.0937	2-1.1562	5	OB	N	Y	St
DODGE Coronet & Meadow.....	123 1/2	6L	3 1/8 x 4 1/2	25.35	103 @ 3600	Ch	4	2-.0937	2-1.1562	5	OB	N	Y	St
FORD Main. & Cust. 6.....	115	61	3.56 x 3.60	30.4	101 @ 3500	Ch	4	2-.0935	1-1.1865	4	DM	Y	Y	Ho
FORD Main. & Cust. 8.....	115	V8L	3.19 x 3.75	32.5	110 @ 3800	G	3	2-.0935	2-1.1865	4	DM	Y	N	Ho & O
FRAZER Std. & Man.....	123 1/2	6L	3 1/8 x 4 1/2	26.3	115 @ 3650	Ch	4	2-.0925	2-1.1550	5 1/2	OB	Y	Y	Ca
HUDSON Pacemaker.....	119 1/2	6L	3 1/8 x 3 3/4	30.45	112 @ 4000	Ch	4	2-.078	2-1.186 1.54	7	OB	Y	Y	Ca
HUDSON Commodore 6.....	123 1/2	6L	3 1/8 x 4 1/2	30.45	127 @ 4000	Ch	4	2-.078	2-1.186 1.54	7	OB	Y	Y	Ca
HUDSON Commodore 8.....	123 1/2	8L	3 x 4 1/2	28.8	128 @ 4200	G	5	2-.0925	2-1.187 1.55	7	OB	Y	Y	Ca
HUDSON Hornet.....	123 1/2	6L	3 1/8 x 4 1/2	34.88	145 @ 3800	Ch	4	2-.078	2-1.186 1.54	7	OB	Y	Y	Ca
KAISER Spec. & DeLuxe.....	118 1/2	6L	3 1/8 x 4 1/2	26.3	115 @ 3650	Ch	4	2-.0925	2-1.1550	5 1/2	OB	Y	Y	Ca
HENRY J.....	100	4L	3 1/8 x 4 1/2	15.63	88 @ 4000	G	3	2-.0925	1-1.186	4	OB	N ¹	N	Ca
HENRY J DeLuxe.....	100	6L	3 1/8 x 3 1/2	23.44	80 @ 3800	G	4	2-.0925	1-1.186	5	OB	N ¹	Y	Ca
LINCOLN Cosmopolitan.....	123	V81	3.80 x 3.5	46.2	160 @ 3900	Ch	5	2-.0775	1-1.186	5	OB	Y	Y	Ho
LINCOLN Capri.....	123	V81	3.80 x 3.5	46.2	160 @ 3900	Ch	5	2-.0775	1-1.186	5	OB	Y	Y	Ho
MERCURY.....	118	V8L	3.10 x 4	32.5	125 @ 3700	G	3	2-.0930	2-1.186	4	DM	Y	N	Ho
NASH Statesman.....	114 1/2	6L	3 1/8 x 4 1/2	26.1	88 @ 3800	Ch	4	2-.0930	2-1.1547	5	OB	N	Y	Ca
NASH Ambassador.....	121 1/2	6L	3 1/8 x 4 1/2	26.1	120 @ 3700	Ch	7	2-.0930	2-1.147	6	OB	N	Y	Ca
NASH Rambler.....	100	6L	3 1/8 x 3 3/4	25.1	82 @ 3800	Ch	4	2-.0930	2-1.1547	5	OB	N	Y	Ca
OLDSMOBILE DeLuxe 88.....	120	V81	3 1/8 x 3 3/4	45.0	145 @ 3600	Ch	5	2-.078	1-1.186	5	OB	N ¹	N	Ca-RP
OLDSMOBILE Super 88.....	120	V81	3 1/8 x 3 3/4	45.0	160 @ 3600	Ch	5	2-.078	1-1.186	5	OB	N ¹	N	Ca-RP
OLDSMOBILE Classic 98.....	124	V81	3 1/8 x 3 3/4	45.0	160 @ 3600	Ch	5	2-.078	1-1.186	5	OB	N ¹	N	Ca-RP
PACKARD "200".....	122	8L	3 1/2 x 3 3/4	39.2	135 @ 3600	Ch	5	2-.0937	1-1.1875	7	OCM	Y	Y	Ca
PACKARD "300".....	127	8L	3 1/2 x 4 1/4	39.2	150 @ 3600	Ch	5	2-.0937	1-1.1875	7	OB	Y	Y	Ca
PACKARD "400".....	127	8L	3 1/2 x 4 1/4	39.2	155 @ 3600	Ch	9	2-.0937	1-1.1875	7	OB	Y	Y	Ca
PLYMOUTH P-22 Concord.....	111	6L	3 1/8 x 4 1/2	25.35	97 @ 3600	Ch	4	2-.0937	2-1.1562	5	OB	Y	N	Ca
PLYMOUTH P-23 Cambridge and Cranbrook.....	118 1/2	6L	3 1/8 x 4 1/2	25.35	97 @ 3600	Ch	4	2-.0937	2-1.1562	5	OB	Y	N	Ca
PONTIAC 4 Model 25.....	120	6L	3 1/8 x 4	30.4	100 @ 3400	Ch	4	2-.0937	1-1.1875	5*	OB	N	Y	RP
PONTIAC 8 Model 27.....	120	8L	3 1/8 x 4	36.4	118 @ 3600	Ch	5	2-.0937	1-1.1875	5*	OB	N	Y	Ca
STUDEBAKER Champion 10G.....	115	6L	3 x 4	21.6	85 @ 4000	G	4	d	1-1.1562	5	OB	A	Y	Ca
STUDEBAKER Commander H.....	115	V81	3 1/8 x 3 3/4	36.4	120 @ 4000	G	5	2-.078	1-1.1865	6	OB	A	Y	St
STUDEBAKER Land Cruiser H.....	119	V81	3 1/8 x 3 3/4	36.4	120 @ 4000	G	5	2-.078	1-1.1865	6	OB	A	Y	St
WILLYS Jeepster & Sta. Wag.....	104	4F	3 1/8 x 4 1/2	15.6	72 @ 4000	G	3	2-.0937	1-1.1875	4	OB	N ¹	Y	Ca-Zn
WILLYS Jeepster & Sta. Wag.....	104	6L	3 1/8 x 3 1/2	23.4	75 @ 4000	G	4	2-.0937	1-1.1875	5	OB	N ¹	Y	Ca-Zn
WILLYS Aero Ace & Aero Wing.....	108	6F	3 1/8 x 3 1/2	23.4	90 @ 4200	G	4	2-.0937	1-1.1875	5	OB	N ¹	Y	Ca

ABBREVIATIONS

*—Refill
A—Accessory
Ca—Carter
Ch—Chain

DM—Dry Mesh
d—Top .0937, Middle .125
F—F Head motor
G—Gear
Ho—Holley

I—Valve in head
j—"88," 119 1/2; "98," 122
L—L head
N—Optional at extra cost

N—No
OB—Oil bath
OCM—Oil-coated mesh
RP—Rochester Products

St—Stromberg
T—Tillotson
Y—Yes
Zn—Zenith



MONEY CAN'T BUY ASSET OF COMMERCIAL CREDIT FINANCING, SAYS DEALER

—Mr. Buddy Ne Smith, owner of Ne Smith Motors, Cochran, Ga., says, "My long-time connection with COMMERCIAL CREDIT convinces me that a business relationship with a really good finance company is an asset no amount of money can buy. The dealer's security and profit rest upon your ability to get back the money tied up in car financing—that's why I particularly appreciate your fine collection service. Rest assured that I will utilize COMMERCIAL CREDIT service that has been so satisfactory in the past."



COMMERCIAL CREDIT PLAN USED FOR 30 YEARS

—Myers Motor Company, Inc., Norristown, Pa., has used the COMMERCIAL CREDIT PLAN for so long that Mr. Roy W. Marberger, President, does not recall how financing was handled previously. Mr. Marberger feels that COMMERCIAL CREDIT's extensive national advertising helps build his business by familiarizing customers with the Plan and all its advantages. He says, "The fact that we have used it for over thirty years is proof enough that we are more than satisfied with the COMMERCIAL CREDIT PLAN."

YEAR AFTER YEAR—Commercial Credit financing
is complete, competent, dependable



COMMERCIAL CREDIT DOES ITS LEVEL BEST TO HELP DEALERS

—The many advantages of the COMMERCIAL CREDIT PLAN are praised by many dealers as being the key to more profitable operation. COMMERCIAL CREDIT offers you a complete financing package—from factory drive-away, wholesale and demonstrator plans down to the last detail of retail financing, collection and prospect follow-up. Customers benefit, too, through Automatic Car Insurance, Life Insurance, Hospitalization, Bail Bond and Nationwide Service.



ASK TO SEE THIS STUDY—This interesting study analyzes the time-sales market, shows how the COMMERCIAL CREDIT PLAN may help you keep profits when new car deliveries are down. Write, wire or phone your nearest COMMERCIAL CREDIT office, and one of our local representatives will be glad to show it to you at no obligation.



**COMMERCIAL
CREDIT
CORPORATION**

A subsidiary of Commercial Credit Company, Baltimore
... Capital and Surplus over \$125,000,000 ... office
in principal cities of the United States and Canada

CURRENT PASSENGER-CAR SPECIFICATIONS

Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery	Clutch Facings					Brakes	
	Breaker Gap (in.)	Cam Angle (degrees)	Breaker Point Arm Tension (ozs.)	Spark Plug Gap (in.)	Tapet Clear-ance Intake (in.)	Tapet Clear-ance Exhaust (in.)	Intake Valve Timing b or a TDC	Cyl. Head Bolt Tension (ft. lbs.)		Cap. and Ter. Gd.	Coil System (Qts.) No Heater	Make	Thickness	Outside Diameter	Inside Diameter	Type
BUICK 40 Special	12 1/4-17 1/4	50X	19-23	23-28	04	04	13°b	63-73	100N	12	O	.125	10	6	H	RW
BUICK 50 Super	12 1/4-17 1/4	50X	19-23	23-28	04	04	14°b	63-73	100N	12	O	.125	10	6	H	RW
BUICK 70 Roadmaster	12 1/4-17 1/4	50X	19-23	23-28	04	04	14°b	63-73	120N	18	Non e use d	.125	10	6	H	RW
CADILLAC 60, 62 & 75	10-15	31	19-23	35	au	au	14°b	70	115N	10	L ³	.137	11	7	H	RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	34	17-21	35	08h	13h	1°a	70-80W	100N	15	O	.135	9 1/4	6 1/4	H	RW
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	34	17-21	35	d	d	16°b	70-80W	100N	15	Non e use d	.125	9 1/4	6 1/4	H	RW
CHRYSLER Wind. & DeLuxe	18-20	34 1/2-38	17-20	35	08h	10h	12°b	65-70	120P	15	Bb	.125	9 1/4	7	H	Pa
CHRYSLER N. Y. & Imperial	18-18	34-36	17-20	35	au	au	15°b	80-85	135P	25	Bb	.125	9 1/4	6	H	Pa
CHRYSLER Crown Imperial	15-18	34-36	17-20	35	au	au	15°b	80-85	135P	25	Bb	.125	10 1/4	6 1/4	H	Pa
CROSLY Model CD	20	46	17-20	25	06	09	5°b	No	90P	4	O	.125	6 1/4	4 1/4	H	RW
DeSOTO S-15-1 DeLuxe	20	34 1/2-38	17-20	35	08h	10h	12°b	60-65	120P	15	Bb	.125	10	7	H	Pa
DeSOTO S-15-2 Custom	20	34 1/2-38	17-20	35	08h	10h	12°b	60-65	120P	15	Bb	.125	9 1/4	6	H	Pa
DeSOTO S-17 Fire Dome	17	35-36 1/2	17-20	35	au	au	12°b	80-85	120P	22	Bb	.125	10 1/4	6 1/4	H	Pa
DODGE Cor., Mead. & Way	20	34 1/2-38	17-20	35	08h	10h	8°b	EW	105P	14	T	.125 ^a	9 1/4	6	H	Pa
FORD Main. & Cust. 6	24-26	35-38	17-20	34-37	15h	15h	18°b	65-70	100P	15	L	.125	9 1/4	6	H	RW
FORD Main. & Cust. 8	14-16	26-28 1/2	17-20	29-32	13-15c	17-19c	5°b	65-70	100P	22	L	.125	9 1/4	6	H	RW
FRAZER Std. & Man.	20	38	17-20	32	14	14	10°b	30-35c	100P	13	T	.125	9 1/4	6	H	RW
HUDSON Pacemaker	20	39	17-20	32	08h	10h	26.7°b	60-65	100P	18 1/2	O	.203	8.687	5 1/4	S	RW
HUDSON Commodore 6 & Hornet	20	39	17-20	32	08h	10h	26.7°b	60-65	100P	18 1/2	O	.203	9.8125	6.375	S	RW
HUDSON Commodore 8	17	37	17-20	32	08h	10h	10 1/2°b	45-50	120P	18 1/2	O	.203	9.8125	6.375	S	RW
KAISER Spec. & DeLuxe	20	31-37	17-20	32	14	14	10°b	30-35c	100P	13 1/4	Bb	.125	9 1/4	6	H	RW
HENRY J	20	41=1	17-20	30	16	16	9°b	60-65	100P	10.8	Bb	.132	8 1/2	5 1/4	H	RW
HENRY J DeLuxe	20	38=1	17-20	30	16	16	5°b	60-65	100P	9	Bb	.138	8 1/2	5 1/4	H	RW
LINCOLN Cosmopolitan	14-16	26-28 1/2	17-20	29-32	O	O	18°b	J	120P	22 1/4	Non e use d	.125	10	6 1/4	H	RW
LINCOLN Capri	14-16	26-28 1/2	17-20	29-32	O	O	18°b	J	120P	22 1/4	Non e use d	.125	10	6 1/4	H	RW
MERCURY	14-16	26-28 1/2	17-20	29-32	13-15c	17-19c	5°b	J	100P	22 1/4	Bb	.125	10	6 1/4	H	RW
NASH Statesman	22	31-37	17-21	30	15h	15h	6°b	67-60	100P	K	Bb	.125	8	5 1/4	H	RW
NASH Ambassador	22	31-37	17-21	30	15h	15h	12 1/2°b	65-70	105P	K	Bb	.125	10	7	S	RW
NASH Rambler	22	31-37	17-21	30	16c	18c	6°b	67-60	90P	11	Bb	.125	8	5 1/4	H	RW
OLDSMOBILE 88 & 96	16	26-38	19-23	30	au	au	13 1/2°b	60-70W	115N	21 1/4	L	.136	10.5	7	H	RW
PACKARD "200"	17	2	U	23-28	07h	10h	15°b	60-62	100P	20	L	.125	10	6 1/4	H	RW
PACKARD "300"	17	2	U	23-28	au	au	15°b	60-62	100P	20	L	.125	10 1/4	6 1/4	H	RW
PACKARD "400"	17	2	U	23-28	au	au	15°b	60-62	120P	20	au	.125	10 1/4	6 1/4	H	RW
PLYMOUTH P-22 Concord	20	34 1/2-38	17-20	35	10h	10h	12°b	65-70	100P	13	T	.125	9 1/4	6 1/4	H	Pa
PLYMOUTH P-23 Cambridge and Cranbrook	20	34 1/2-38	17-20	35	10h	10h	12°b	65-70	100P	13	T	.125	9 1/4	6 1/4	H	Pa
PONTIAC 6 Model 25	22	37	19-23	23-28	11h	13h	5°b	60W	100N	18 1/4	L	.125	10	6 1/4	H	RW
PONTIAC 8 Model 27	16	30	19-23	23-28	11h	13h	5°b	60W	100N	19 1/4	L	.125	10	6 1/4	H	RW
STUDEBAKER Champ. 10G	20	38	17-20	22-27	16c	16c	15°b	46-50W	100P	10	Bb	.125	8	5 1/4	H*	RW
STUDEBAKER Comdr. H.	13-18	22-29	17-20	33-37	14-16	14-16	11°b	46-50W	100P	17 1/4	Bb	.125	9 1/4	6	H*	RW
STUDEBAKER Land C. H.	13-18	22-29	17-20	33-37	14-16	14-16	11°b	46-50W	100P	17 1/4	Bb	.125	9 1/4	6	H*	RW
WILLYS Jeepster & Sta. Wag.	20	51	17-21	30	18	16	9°b	60-65	100N	11	Bb	.135	8 1/2	5 1/4	H	RW
WILLYS Jeepster & Sta. Wag.	20	38 1/2	17-21	30	14	14	5°b	60-65	100N	9	Bb	.135	8 1/2	5 1/4	H	RW
WILLYS Aero Ace & Aero Wing	20	39	17-20	30	18	16	9°b	60-65	100N	11	T	.135	8 1/2	5 1/4	H	RW

ABBREVIATIONS

- 1-10" on DeLuxe with std. 3-speed transmission.
 2-Total dwell for two points: 26° to 28° for each breaker.
 3-Hydra-Matic Trans. Std. on 62-60 Series.
 4-Each point. Total effective dwell 84° to 86°.
 5-114 with Auburn facing
 6-4" on Windsor DeLuxe.
 7-Self-adjusting, self-centering
 8-After
 au-Automatic
 b-Before
 Bb-Borg & Beck
 c-Cold
 d-Hydraulic valve lifters
 E-Note 82 to 87, cap screws 65 to 70
 f-Without heater. With heater add 1 qt.
 H-Hydraulic
 h-Hot
 J-36 on cast-iron head, 46 on aluminum head
 K-Statesman 15. Ambassador 18 with heater
 L-Long Mfg.
 N-Negative
 O-Own
 P-Positive
 Pa-Propeller shaft, rear transmission
 RW-Rear service brake
 S-Duo Servo
 T-Borg & Beck, or Auburn
 U-Auto-Lite 17-30, Delco 17-21
 W-Warn
 X-Do not recommend using dwell meter for setting breaker point gap
 y-Tolerance of one degree, plus or minus, allowed in adjusting
 Z-Auto-Lite 27, Delco 31

There is a difference in sealed-beam headlamps

...and this
is it →



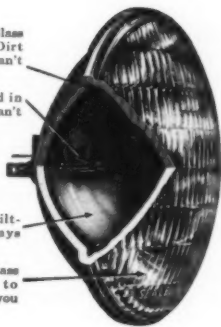
All-Glass sealed-beam headlamps do not grow dim

One-piece All-Glass construction. Dirt and moisture can't get in.

Filaments held in vise-like grip. Can't shake loose.

Mirror-like, built-in reflector. Stays bright.

Rugged, hard-glass precision lens to put light where you want it.



WHEN YOU BLOW ON YOUR GLASSES, moisture condenses on the lens. When moist air gets inside some types of sealed-beam headlamps, the same thing happens. It condenses on lens and reflector. And as the water deteriorates the reflector, the lamp grows dimmer.

Moisture *can't* get into General Electric sealed-beam headlamps because they're All-Glass and all one big bulb. Tests show they average 99% as much light after years of use as when new.

MAKE EXTRA DOLLARS FROM FALL CHANGEOVERS

Check all the lamps on the cars you service. It's easy, takes only a few minutes—and pays off in profitable sales of G-E headlamps, tail lamps, dash and dome lamps. Surveys show 1 car out of 3 needs at least one lamp replaced. You're sure of satisfied customers when you recommend and install G-E lamps.

You can put your confidence in—

GENERAL  ELECTRIC

Maintenance-Equipment Makers Ask Change in Inventory Rule

Difficulties in complying with the 30-day inventory restriction, imposed after settlement of the steel strike, were enumerated by the

manufacturers of automotive maintenance equipment at a meeting with NPA last month.

They agreed with NPA's objec-

tive in reducing the permitted steel inventory from 45 to 30 days, to see that supplies of new steel were not hoarded but distributed equitably and put into immediate production. They claimed, however, that the 30-day limitation was "unrealistic" in some respects.

The manufacturers said they are sometimes placed in unintentional violation of the inventory regulation because they have no control over shipping dates made by the mills. As a result, a manufacturer may get a shipment representing tonnage in excess of the authorized inventory.

Recognizing this difficulty, NPA officials urged manufacturers to report individually any inventory excesses and to ask for exceptions.

The industry will need more materials during the next six months in view of its optimistic business outlook, the manufacturers said. Estimates of the gain in commercial business during that period ranged from 15 to as high as 50 per cent.

Steel inventories are in good shape, manufacturers reported, but some firms have been troubled by inability to get some types, sizes and shapes of steel they need. They particularly cited shortages of carbon bar stock and seamless steel tubing.

The committee urged retention of the Controlled Materials Plan for the allocation of scarce materials as long as NPA keeps other controls operating.

PRICING BUSINESS TRUCKS

Trucks acquired by dealers for use in their business and not for resale may not be sold at a price higher than the ceiling price when new, according to a recent OPS ruling. If the ceiling price when new cannot be determined, then they cannot be sold for more than the original cost.

Dealers will continue to find ceiling prices for trucks they acquire for resale under the provisions of the General Ceiling Price Regulation, as they have in the past.

SIZING UP JACK DEMAND

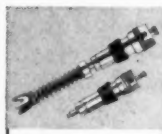
The over-all demand for jacks in 1953 will not differ much from

PRECISION Machined

(not stamped or molded)

Acme Valve Caps are precision machined from solid brass rods. They're heavier, sturdier, more air-tight. Models for any type valve. Send for complete catalog No. 1003.

Acme Valve Cap No. 301



ACME VALVE CORES
Equal to or better than other leading brands, by independent test



ACME TIRE GAUGES
Rated among Top Two by leading testing organization. (Shown: No. 515 and No. 513)



ACME AIRLINER
The 3-in-1 Gauge. Inflates, deflates, gauges. A "must" for a busy station.

ACME

VALVE CAPS

AND OTHER AIRLINE ACCESSORIES

ACME AIR APPLIANCE CO., INC.
100-120 Hinsdale St., Brooklyn 7, N. Y.

"FRAM Radiator and Water Cleaner Stops Engine Overheating"



Says Fram Customer

"We were on a trip from London, Ontario, to Halifax, Nova Scotia, when we had trouble with our engine seriously overheating. . . . We installed a Fram Radiator & Water Cleaner. . . . The temperature gradually returned to normal and the rest of the trip was made without incident. Later examination showed the filter cartridge to be filled with rust and scale, while the coolant appeared to be clean. . . . We believe the Fram Radiator & Water Cleaner will more than pay for itself by avoiding lost time and expense due to cooling system troubles."

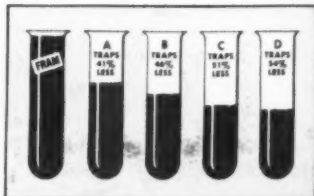
Fram Radiator & Water Cleaners *filter out solid particles, soften water, inhibit the formation of damaging rust and scale . . . keep cooling systems operating at top efficiency.* Motorists like the time, trouble and money they save . . . and dealers like the *extra profits* they make . . . with Fram Radiator & Water Cleaners! See your Fram Distributor today!

FRAM CORPORATION, Providence
16, R. I. In Canada: J. C. Adams
Co., Ltd., Toronto, Ontario.

Actual tests prove that

FRAM FILTERS BEST

This chart shows the results of exacting laboratory tests, proving that Fram traps from 69% to 114% more dirt than other oil filter cartridges tested! Fram gets oil cleaner, cleans it faster, keeps it clean longer. Protect your reputation by supplying your customers with the best engine protection in the world . . . FRAM!



FRAM

OIL • AIR • FUEL • WATER

FILTERS

1952, representatives of the Jack Industry Advisory Committee told NPA last month.

Details of the report were subsequently given by NPA.

Backlogs of orders have fallen off as much as 50 per cent, with jobbers and distributors reluctant to build up heavy inventories, the manufacturers said. One member reported that the industry already had entered a buyers' market and that any increase in demand during 1953 would have to stem from a revitalized sales program.

First-Quarter Car Allotments To Be Highest Since Controls

The highest level of car and truck production since the inauguration of the Controlled Materials Plan—at least 1,250,000 cars and 315,000 trucks—has been authorized by the National Production Authority for the first quarter of 1953.

The industry was warned, how-

ever, that the first-quarter level is not fully supported by steel, copper and aluminum allotments. The industry was assured of getting sufficient copper and aluminum to build 1,150,000 cars and 300,000 trucks and is getting only its advance steel allotments of 60 per cent of what it got in the third quarter of 1952.

Actual deliveries of steel in the first three months of next year should be at the highest level since the Controlled Materials Plan was placed in effect, NPA said. This outlook is supported by steel-industry estimates that production will continue to increase in the months ahead.

"As a result of the forced delay in delivering fourth-quarter steel orders, following the steel strike, most users will get more steel in the first calendar quarter of 1953 than they have had in any quarter under CMP," the officials said. "This will be made up of steel delivered against fourth-quarter CMP orders, as well as all or a substantial part of the steel due under first-quarter allotments."

Car manufacturers had asked that NPA authorize 1,500,000 cars in the first quarter, while truck manufacturers have recommended authorization of 350,000 units for that period.

USING BODY SOLDER

Use of body solder in the production of automobiles and trucks is permitted under a recent amendment to Order M-8 of NPA. The amendment removed the phrase "for joining purposes" from the provisions for purchase without certification of solder containing no more than 40 per cent tin by weight.

PRICING USED SUBURBANS

Dollars - and - cents on ceiling prices for used Chevrolet Suburban and GMC Suburban models, identical with previously-listed prices, have been restored, OPS announced.

Ceilings were removed on July 31, 1952, because they are dual-purpose vehicles often used for carrying cargo and luggage.

AJAX
TO SPEED UP YOUR SERVICE WORK
TO HELP YOU TURN OUT BETTER JOBS

No. 2784 4-Ton Hydraulic Service Jack

No. 2767 1 1/2-Ton Hydraulic Quick Service Jack

No. 2799 Adjustable Axle Support

Ajax Hydraulic Jack Fluid

Here's modern, trouble-free lifting equipment for every job—in the shop, on the driveway, out on the road. Here's the dependability that gives you a higher standard of service . . . the speed that increases your margin of profit . . . the uniformity that eliminates confusion and maintenance expense.

Rugged, fast-acting Ajax hydraulic service jacks—in 1 1/2-ton and 4-ton capacities—give you fast, safe, efficient service in lifting one wheel or an entire end.

Famous Ajax "Silver Horses"—low-cost, heavy-duty, adjustable axle supports—release your valuable jacks for use on other work. Their large, stabilized bases allow your mechanics to work in absolute safety.

Jack fluid and other service items, plus finest bumper jacks and portable hydraulics, round out the Ajax line—making this your one source, your dependable source, for every jack need. See the complete Ajax line of time-savers and profit-boosters through your Ajax Jobber. Or write for catalog.

AJAX AUTO PARTS CO. • RACINE, WISCONSIN

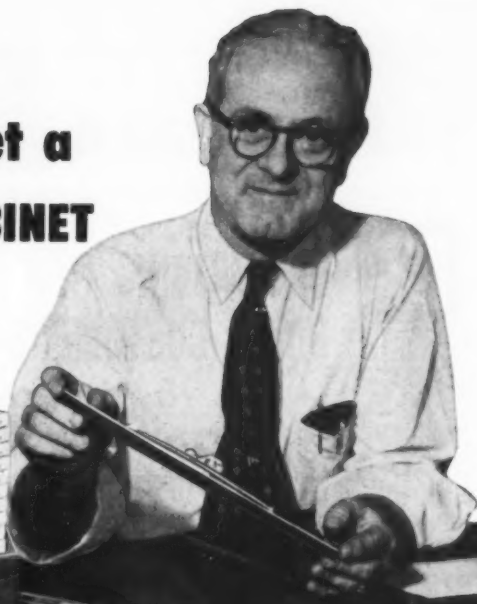


"THE COVERAGE LINE" OF FINEST QUALITY JACKS



This Coupon

MAKES IT EASY to get a TRICO SALES-MAKER CABINET

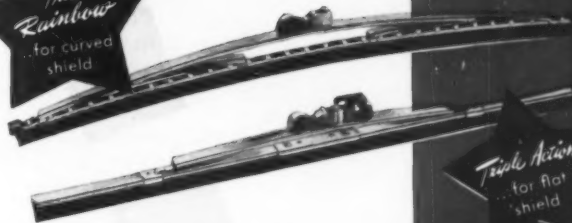


TENS of thousands of these handsome metal Trico Cabinets now are making money for dealers nearly everywhere.

To get yours, you need invest *only* in a modest, balanced stock of Trico's new Soft-Rubber Wiper Blades and Arms. Send us the coupon and we'll have your Jobber show you how you can own a Stock Organizer Cabinet D-102, *without extra charge.*

The new blades fit **ALL FOUR** types of wiper arms *without* adaptors. *No more fumbling on the 'shield!* The Cabinet puts the right blade or arm at your finger tips. *No more fumbling on the shelf.*

Mail the coupon to Trico *today!* The big blade season is just ahead. No obligation.



Triple Action for flat shield

TRICO PRODUCTS CORPORATION, Buffalo 3, N. Y.

Please have a Trico Jobber show me the new Trico metal Cabinet D-102 and submit the cost of a stock of blades and arms especially selected to fit my needs.

Firm Name _____

Individual _____

Street Address _____

Town or City _____

(My Jobber is: _____)



Windshield Wipers

Trico Products Corporation, Buffalo 3, N. Y.

Here are **5** reasons why

1

SENSATIONAL NEW KIND OF ADVERTISING WILL BRING CUSTOMERS DIRECTLY TO YOUR DOOR!

**Get Extra Sales and Profits from
Western Union Operator 25 . . . It's easy!**

Today, more than ever before, car owners need and want an accurate battery charge and condition test. AAA reports more than 10 million car breakdowns in 1951 were caused by battery failure. And now Willard Dealers can provide a quick, accurate test that car owners can understand. Over 73 million sales messages in Willard national advertising will feature this battery charge and condition test in a big way. And every single message will urge car owners to locate their Willard Dealer by Calling Western Union and asking for Operator 25.

PUT WESTERN UNION OPERATOR 25 TO WORK FOR YOU!

Willard Foots the Bill . . . Costs You Nothing

• Use this great new Willard service to help you sell more batteries and other under-the-hood products and services. Contact your Willard Distributor right now . . . delay can cost you extra profits. If you don't know your Willard Distributor, fill out coupon on right-hand page and mail it *today*.



Willard

you can make more money selling **Willard!**

2

It's easier to sell Willard because more car owners prefer Willard than any other battery!

3

Year after year, Willard has supplied batteries to more manufacturers for original equipment than any other battery maker...and will again in 1952!

4

In the complete Willard line you have a battery for everyone — retail prices start at \$16.65.

5

50 years and 100 million batteries have proved Willard the world's most dependable battery.

Mail Coupon Below

For more facts on these and other big reasons why you can make more money selling Willard.

Send me

FACTS FOR WHOLESALERS

Willard Storage Battery Co., Dept. F-10
1220 Huron Road, Cleveland 15, Ohio

Yes, I would like all of the reasons why I can make more money as a wholesaler for Willard Batteries, including profit opportunity figures specifically covering my own particular territory.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Send me

FACTS FOR DEALERS

Willard Storage Battery Co., Dept. F-10
1220 Huron Road, Cleveland 15, Ohio

Yes, I would like all of the reasons why I can make more money selling Willard Batteries.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Car Dealers Can Help to Solve "Greatest Problem in America"

By J. ALLEN WIKOFF*

Owner, Raton Motor Co. (Ford-Mercury), Raton, N. M.

How to drive a car safely on the highway is America's greatest problem. As automobile dealers, it behooves us to take the lead in solving this problem.

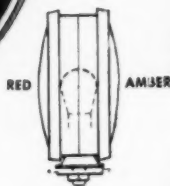
Many drivers have a heavy foot

on the throttle. Speed, alcohol, truck and bus congestion, mechanical failure and untrained drivers cause nearly all the accidents, dealing tragedy to the drivers themselves and innocent fellow travelers.



THE *Anthes* LINE

No. 1422
Double-Face



No. 1423
Flush



No. 1421
Single Face

DO YOURSELF A GOOD TURN!

Equip with Anthes TRUK-TURN signals
Class A — Type I

You can get the new Anthes TRUK-TURN signals singly or in a variety of set combinations (with manual or self-cancelling switch)—to suit all needs. Like all Anthes Safety Products, these signals are designed and made to deliver dependable Anthes Service for a long time. Brilliant day and night lenses distribute the power of a single bulb—without reflectors. A neat, compact unit. Write for helpful buying information. Anthes Force Oiler Co., Fort Madison, Iowa.

Anthes

THE FIRST LINE OF SAFETY

... and proud to serve the safest
drivers on the road!



I live in the mountains where the great plains of Texas and New Mexico abruptly join the Rocky Mountains. Beginning at our door is the famous winding Raton Mountain Pass. Stretched below are the level, unobstructed plains. . . .

We pick up ten wrecked cars on these straight roads where we find one on the crooked mountain pass. The reason is "too much speed." I am inclined to believe that too much speed is to blame for 75 per cent of our wrecks. . . .

The second cause for highway slaughter is "too much alcohol"

Now we come to the third cause of wrecks. Twenty-two per cent of our accidents last year were by teen-age drivers, those between 18 and 25 years. Insurance companies have become alarmed at the rising percentage. What can you and I do about it?

Training Stresses Safety

In driver-training cars, now numbering over 6,000 in this country, high-school children are taught to operate a motor car properly. In conjunction with the driver training program, our educational systems are stressing safety, caution and stressing danger on the highway.

This program is just in the beginning and with your help and mine under our able leadership, we can do our part in training the child in the fundamentals of good driving. . . .

Mechanical failures are at the bottom of the list in highway accidents. . . . It's the human error that causes wrecks, accompanied by speed, liquor and congestion.

The Nth degree of human error or entire elimination of mechanical defects is not possible but we, as dealers, must lead the way to the solution of highway tragedy. . . .

Let's support the highway program of tomorrow—make them wider, control their use better and train our customers to drive on them sanely and safely. . . .

* Excerpts from an address before the annual convention of the New Mexico Automotive Dealers Association at Gallup, N. M., Sept. 12-13.

Beaman Heads Alumni

Alvin G. Beaman, president of Beaman Motor Co. (Dodge-Plymouth), Nashville, Tenn., has been chosen head of the University of Tennessee Alumni Association.

STARTER SWITCHES

by

Filko

"the Crown Jewels of Ignition"

**... correctly designed and
precision built for enduring
service AT FULL CAPACITY.**

Even veteran ignition specialists are amazed at Filko's latest engineering achievement—the building of starter switches that perform at *full capacity output* under longer and more demanding service. Unique design principles plus the twelve matchless "gems of perfection" make these switches—true members of that royal family—"the Crown Jewels of Ignition."



- MACHINE SEALED FOR COMPLETE SECURITY
- PHOSPHOR BRONZE CONTACTS FOR HIGH EFFICIENCY
- COPPER TERMINALS FOR CAPACITY OUTPUT
- SELF ALIGNING CONNECTOR FOR ENDURING SERVICE
- SOLID STEEL PLUNGER FOR POSITIVE OPERATION
- HEAT-TREATED SPRING FOR BALANCED ACTION
- HOUSING INTERLOCKED AND BRAZED IN SOLID UNIT
- PROTECTED AGAINST EXCESSIVE FOOT PRESSURE
- FLANGE DESIGNED FOR SOLID SECURITY
- WRENCH CLEARANCE FOR FAST INSTALLATION
- INDIVIDUALLY TAILORED FOR EACH INSTALLATION
- HEAVY CADMIUM PLATE FOR LASTING DURABILITY

P & S MFG. CO., 4348 W. CHICAGO AVE., CHICAGO 31, ILL.

Warehouses in Los Angeles, San Francisco, Fort Worth, New York, Boston, Atlanta, Toronto

CONTACT SETS • CAPS AND ROTORS • COILS • CONDENSERS • BRUSHES • CUT-OUTS • GRAPHITE BRONZE BEARINGS • SWITCHES • RELAYS AND REGULATOR

Precision Built by Ignition Specialists

Floridians Turn Bad Feelings Into Better Public Relations

How to handle an unfortunate situation so that increased goodwill in its trading area was the final result was illustrated recently by The Twins, automobile dealers at Key West, Fla.

The dealers had planned to erect a \$70,000 showroom at the corner of White Street and Flagler Avenue

in that city. Architects had already made drawings of the proposed building.

But when residents of that area objected to the construction of the building on that site, The Twins cancelled the project and also bought advertising space in a local paper to explain their position.

The ad said, in part:

"We, 'The Twins,' are and have always tried to be good friends, good citizens and good neighbors to everyone and it was with that thought primarily in mind that we sought to build in Key West at the corner of White and Flagler. . . .

"We had been assured that White Street would be 'the coming commercial district of the city' and that without exception the residents in and about the area were in accord with our plans. At the meeting of the City Commission last evening we were both shocked and amazed at the violence and extent of the opposition to the project which we believed, and had been led to believe, would be for the betterment of our community.

"We apologize to our friends for our misunderstanding of their feelings. We have cancelled our plans to build in deference to their wishes. For in the final analysis, we desire and intend to remain your good friends, your good neighbors and fellow citizens."

Bleicher of DeSoto Dies at Detroit

CLARENCE Earl Bleicher, 62, president and general manager of the DeSoto Division of Chrysler Corp., died Sept. 23 from a heart ailment. He had entered Henry Ford Hospital three weeks before after a heart attack. (For photo of his successor see page 79.)

Born in Dayton, Ohio, he had been associated with the automotive industry since he left school to become an apprentice mechanic. He joined Chrysler as tool supervisor when the company was formed in 1924, having previously been with Maxwell Motor Car Co.

In 1930 he was promoted to the staff of K. T. Keller, at that time Dodge president. He was master mechanic in charge of the corporation's production facilities.

He was advanced to vice-president and general manager of DeSoto Division in 1937. He was named president in 1944, the first time in the history of DeSoto that one man had held the title of both president and general manager.

Coffey Named at Raleigh

Roy Coffey of Nash-Steele Motor Co. has been elected president of the Raleigh (N. C.) Automobile Dealers Association. Sam Marshall is vice-president and Herman B. Byrd is secretary-treasurer.

5 REASONS

you can GUARANTEE your tire repairs made with SUPER GRIPS...

<p>1. </p>	<p>SUPER GRIPS FLEX WITH NATURAL TIRE ACTION Unlike ordinary repairs, the cord plys in SUPER GRIPS are layed up at a 77° cord angle that's identical to the angle of the cord in all tires. This "tire-matched" construction produces none of the cross-strain, buckling or loosening common to rigid, or criss-cross repairs.</p>
<p>2. </p>	<p>SUPER GRIPS ARE 100% NEW, RAYON TIRE CORD throughout their full length and width. All cord, and no bulky, non-essential rubber. You can SEE the cord in Super Grips. Don't go by size; it's the cord that counts. That's why a smaller, lighter SUPER GRIP provides more protection, more support than larger, heavier, "loaded" cheaper tire repairs.</p>
<p>3. </p>	<p>SUPER GRIP ADHESIVE CAN'T BE ROLLED OFF. Gum adhesive is "rubber-bonded" to the rayon cord body of SUPER GRIPS (not just laid on a hard rubber surface, as in ordinary repairs). That's why SUPER GRIPS cannot possibly creep, peel or lift off its own adhesive.</p>
<p>4. </p>	<p>SUPER GRIPS HAVE A TRUE FEATHER-EDGE Both its 12 point "diamond" design, that splits up road impact, and feather-thin edges eliminate any chance of road pound and tube chafing.</p>
<p>5. </p>	<p>SUPER GRIPS MAY BE APPLIED COLD A special "curing" ingredient allows you to apply them COLD; road heat cures the gum adhesive to the tire. Either vulcanized or cold, SUPER GRIPS stay in "for life."</p>

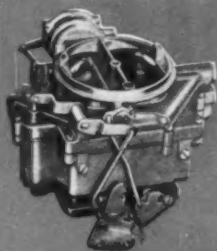
GROSS SUPER GRIP

TIRE REPAIR SECTIONS

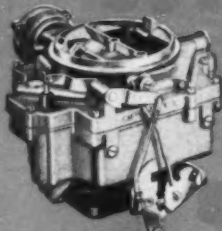
GROSS MANUFACTURING COMPANY • MONROVIA, CALIFORNIA

SUPER GRIPS ARE JUST ONE ITEM IN A COMPLETE LINE OF OUTSTANDING TIRE AND TUBE REPAIR MATERIALS

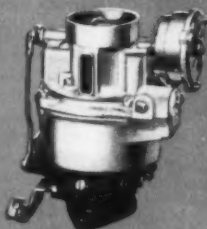
Send today for FREE SUPER GRIP SAMPLE. Compare it with any other tire repair. We guarantee you'll never use another brand once you've tried it. And you can GUARANTEE your jobs!



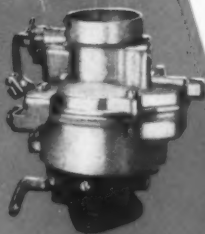
4-jet automatic choke
Carburetor original equipment on
CADILLAC



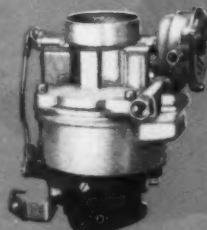
4-jet automatic choke
Carburetor original equipment on
OLDSMOBILE



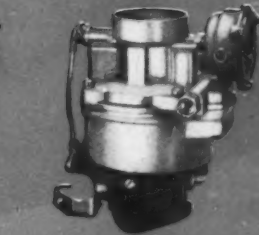
automatic choke
Carburetor original equipment on
PONTIAC "6"



manual choke
Carburetor original equipment on
CHEVROLET
standard models



automatic choke
* Carburetor original equipment on
CHEVROLET POWERLINE



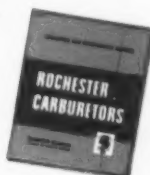
new accessory unit—an automatic choke Car-
buretor for all CHEVROLET standard passenger
cars and light trucks built since 1937.

for top performance
car engineers choose

ROCHESTER CARBURETORS

An ever-expanding market grows bigger all the time. Car engineers chose Rochester carburetors as original equipment for four great cars—Cadillac, Oldsmobile, Pontiac "6" and Chevrolet—only after exhaustive tests on the cars themselves at the famous General Motors proving grounds. Built by Rochester, these proved carburetor designs are manufactured to General Motors standards. Recommend Rochester carburetors with confidence and give your customers 1952 carburetor performance.

Operation and Maintenance Manual—complete treatise on carburetion and carburetor service, profusely illustrated—available to servicemen, technicians and students. Price \$1.50.



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DIVISION OF GENERAL MOTORS,
ROCHESTER, NEW YORK

ROCHESTER CARBURETORS

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CARBURETORS

HEIN-WERNER

The First Choice

of over 3 million
mechanics and
truck drivers

This tremendous preference for HEIN-WERNER is proven by **ACTUAL SALES!** With the "men who know", HEIN-WERNER is the popular choice. These men have found by actual experience that the HEIN-WERNER jack will lift the heaviest loads safely and easily...get them on their way with hardly a hitch.

And there'll be no worry about the jack collapsing for every HEIN-WERNER model is factory tested at $1\frac{1}{2}$ times rated capacity. No accidental lowering of load either, for with a HEIN-WERNER, the handle must be removed from the socket in order to operate the valve release.

You'll also find that these super-efficient HEIN-WERNER Hydraulic Jacks are sturdy and power-packed. They are easy to spot under the vehicle, and are easy to operate. Available in models of $1\frac{1}{2}$, 3, 5, 8, 12, 20, 30, 50, and 100 tons capacity. See and inspect them at your own jobber today or write direct.



MODEL E12 9-A
12 TON

The Hein-Werner line of hydraulic jacks is COMPLETE! It includes Under-Axle Jacks for trucks and buses... "Bumper-Lift" Hydraulic Jacks for passenger cars... "Swift Lift" and Service Jacks for shop use... "Push and Pull" Hydraulic Jacks for body, fender and framework.



HEIN-WERNER CORPORATION • WAUKESHA, WIS.



Fred C. Mengel, Southwestern regional manager for Chevrolet, cut the ribbon to mark the formal opening of Dumas Chevrolet Co. at South Carrollton and Tulane Ave., New Orleans, La. R. E. Dumas, president, is at right in the photo. At far left is Ben Nelson, general manager and vice-president, with R. E. Alley, Chevrolet zone manager at New Orleans, next to him in this photograph.

Better Roads Campaign Gets Hearst Support

THE Hearst Enterprises, including 16 newspapers, 11 magazines, four supplements, three syndicates, four radio and TV stations and other affiliates, have announced that they will go all out to support the current campaign for better roads.

While not affiliated with the "Project: Adequate Roads" campaign, the publications and other enterprises will work with all persons interested in getting the nation out of the traffic jam, it was stated.

Methods to be used include articles, editorials, photographs, charts and graphs and signed articles by authorities in the field.

Initially the campaign will be on a national basis. Eventually the local newspapers will survey the problem from the standpoint of their own states, counties and cities, it was stated.

James G. Sterling Dies

James G. Sterling, 72, a pioneer in automotive engineering, died recently at his home in Cleveland, Ohio. In 1910 he brought to this country the rights for the English Knight motor. He designed the Sterling-Knight car and was vice-president and chief engineer of the Sterling-Knight Motor Co.



EASIER TO INSTALL

Pointed splines on the hub of the Accurate Powerflex clutch plate automatically line up the splines of the transmission shaft, making it easy for the mechanic to insert the shaft through the plate hub. Save valuable time. Prevent burred splines, bent plates. It's another Accurate exclusive! Powerflex plates are engineered specifically to meet the special needs of the repair shop. That's why they're easier to install and why they deliver more miles of trouble-free clutch service.

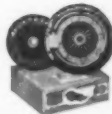
Exclusive Features of the POWERFLEX CLUTCH PLATE

- Self-Aligning Hub Splines
- Flat-Top Cushion
- Spring Supports
- Safety Stops

WRITE FOR DETAILS



There's a New Powerflex Clutch Plate
in Every ReNu-Accurate Clutch Set



Accurate Parts Mfg. Co.
12435 EUCLID AVENUE • CLEVELAND 6, OHIO



...the best and fastest way
to fit pins...a fine job...
recommend Sunnen to
all our customers."

Reeves Russell, Partner
Burton Auto Supply
Weslaco, Texas



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Wholesale Distributors
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AUTOMOTIVE EQUIPMENT
TOOLS AND SUPPLIES
Complete Automotive Machine Shop Service
3rd and Kansas St. Phone 100 and 519
WESLACO, TEXAS

FAIRMONTVILLE, TEXAS
101 1st Main Street
Phone 175

October 15, 1952

Sunnen Products Company
7912 Manchester
St. Louis 17, Missouri
Gentlemen:

We want you to know what a fine job our Sunnen Wet Honing Machine is doing for us.

For our money, this machine is the best and fastest way to fit pins. We do an average of about 100 pin jobs a month -- plus a lot of other jobs such as king pins and hydraulic brake cylinders. We haven't run across any pins that we couldn't fit. Our Sunnen Honing Machine has really paid its way.

We know from first hand experience that the Sunnen Wet Honing Machine is tops for all kinds of pin fitting. That's why we don't hesitate to recommend Sunnen to all our customers for their own shops. We know it'll make money for them, too.

Respectfully,

BURTON AUTO SUPPLY

Reeves Russell
Reeves Russell,
Partner & Manager

"We Service the Equipment We Sell"



SUNNEN PRODUCTS CO.
7912 Manchester Ave., St. Louis 17, Mo.
Canadian Factory: Chatham, Ontario

Glass Jobs

(Continued from page 92)

to be very efficient. It turns out a first-class edge job in less time than other types of grinding equipment.

Preparing Glass for Installation

All edges to be inserted in channels should be "seamed" or chamfered to avoid breakage. The rounded edge is much less vulnerable than the sharp edge, because pressure is distributed over a greater area. Then, too, the sharp edges may cut through the various types of packing used to set the glass in the channel, destroying the effectiveness and often making an immediate replacement of this material necessary.

Installation

Removing old glass:

Where a channel is used, we recommend the use of channel removers which hold the glass securely while the channel is being taken off. You thus avoid distortion of the channels, prevent breakage of the glass and also eliminate danger of personal injury.

Clean the channels. Many breaks are caused by rust deposits and bad channels. Look for high spots of solder, rust and other things that may have caused the glass to break. Be sure that the trim cloth isn't caught behind the glass in such a way as to cause pressure.

To clean out rust, lay the channel flat on the workbench and tap it with a rubber mallet. This loosens the rust and makes it easy to remove.

Straighten the channels. Check glass opening with a straight edge to be certain glass will not be under pressure or strain when in position. Check window operating and regulating mechanisms to make sure that all items are in line. Often some of these parts have been sprung in an accident, or so badly worn that they should be replaced by new parts.

Installing New Glass

Care should be used in installing all glass. Do not chip the glass; a hidden chip may develop into a crack after a short time in service and you may be called upon to replace the glass at no cost. Do not force the glass into the frame; too much localized pressure or strain will cause the glass to break. Instructions for the use of sealing tape are supplied by the manufacturers.

Follow these procedures exactly and you'll find that it pays. Remember the old "mouse-trap" adage: the shop that turns out quality workmanship need have no worry about customers.

Where rubber stripping is used around glass, as on windshield and rear glass, you will find that soap-flakes-and-water solution, used as a lubricant, greatly simplifies the task of sliding the glass into its proper position.

Oil is sometimes used. This is not advisable as oil causes the rubber to deteriorate and strains the trim cloth. Soap-flakes-and-water solution leaves no stain and can easily be removed with a damp cloth.

Use a broad putty knife to put rubber weatherstrip back in place after a new glass has been inserted in channel. Do not use a screwdriver as it is likely to tear the rubber.

Where glass is sealed in place, remove all of the old sealer to insure a tight fit when the new glass is installed. Before replacing the metal molding, squeeze new sealing compound under the rubber. Finally test the job with water to make sure it does not leak.

Caution: Rear windows, especially on late-model cars, are usually made of tempered glass. After an accident, the body of the car is quite likely to have been bent out of shape so that the shape of the window opening is not the same as the standard stock glass. Tempered glass cannot be ground to change its shape; it must be used as delivered by the factory.

For this reason, get the new glass first, and then reshape the window opening to match the glass. Do not neglect to use sealing compound around these rear windows.

The installation of curved windshield or rear back light glass presents quite a problem unless the method of installation is thoroughly understood. Due to the various types of body construction, these methods vary. However, if the instructions given in the manufacturer's service manual are followed exactly, no difficulty should be experienced.

Glass installation is a very profitable phase of the body-shop operation if properly performed.

To make sure car doors won't open unexpectedly, Fisher Body Division tests latches with pneumatic pistons exerting up to 400 pounds pressure on doors.



Burton Auto Supply... like thousands of other users... has discovered that Sunnen Wet Honing delivers the kind of on-the-job performance they need.

Sunnen owners quickly learn how many different kinds of jobs a Sunnen Wet Honing Machine can handle. Piston pin bushings, con-rod bushings, spindles, hydraulic brake cylinders, transmission housings... you can do these and many other jobs right in your own shop.

Your Sunnen jobber will be glad to show you how you can expand your service setup so that you can handle bushings and small cylinder jobs from .480" to 2.625"—with the speed and accuracy that builds customer satisfaction and greater profits for you.

Call your Sunnen jobber NOW...ask him to arrange a demonstration.

Lightweight Hudson Automobile Will Be Shown to Public Soon

HUDSON's entry in the lower-priced field, a car weighing about 2,800 pounds and developing more than 100 horsepower, is scheduled for production early in November.

With a cast-iron head it will have a compression ratio of 7.5 to one and with an aluminum head the

ratio will be 8.1 to one. The car will be available with standard transmission with overdrive or Hydra-Matic.

First models to come off the line will be four-door sedans, according to A. E. Barit, president of Hudson Motor Car Co.

"It is a compact new type of car

which has more than one horsepower for every 28 pounds of weight," Barit said. "It gives considerably higher horsepower in proportion to weight than any of the cars in the low- and medium-price field, and as a result provides both performance and economy."

Hudson's "step-down" design with recessed floor provided a lower center of gravity and a more rigid foundation that makes possible the power-weight ratio, Barit said. The car is said to accommodate six passengers.

"In styling the car, particularly the interior, we had in mind our desire to appeal to people in all walks of life, even those buyers who have been in the habit of purchasing the highest-price cars and might now want a second car equally luxurious."

Lines of the body are entirely new with Hudson, it was stated.

Old Timers Will Hear Lloyd and Godfrey

J SAXTON Lloyd, president of the National Automobile Dealers Association, and Arthur Godfrey, star of radio and television, will be guests of honor at the 13th anniversary dinner of the Automobile Old Timers at the Hotel Astor, New York, Nov. 13, it has been announced by John J. Schumann, Jr., dinner chairman.

Lloyd will be the principal speaker on the occasion.

Distinguished Service Citations will be awarded by J. E. Henry, president of Automobile Old Timers, to the following: John L. Collyer, chairman and president of the B. F. Goodrich Co.; George W. Mason, chairman and president of Nash-Kelvinator Corp. and president of the Automobile Manufacturers Association; Albert L. Pope, who was president of the Pope Manufacturing Co., established by his father, Col. Albert A. Pope; Col. Willard F. Rockwell, chairman of the Timken-Detroit Axle, Standard Steel Spring and Rockwell Manufacturing Companies; John J. Schumann, Jr., president of General Motors Acceptance Corp., and Russell E. Singer, executive vice-president of the American Automobile Association.

Requests for table reservations have exceeded all previous years, Frederick H. Elliott, executive vice-president, reported. He expects that well in excess of 1,000 members and their guests from the States and Canada will attend.



PERSISTENT IN PERFECTION...

Your goal is a perfect job. Only the best of materials, the most careful workmanship, and the finest of tools are good enough for you. And you are quick to recognize the work of other real mechanics who, like yourself, are persistent in perfection.

Perfection is the standard to which Bonney wrenches are made. Mechanics call them America's finest—unmatched for lightness, strength, balance, and precision.

Bonney wrenches are the pride of the men who make them . . . the pride of the men who use them.

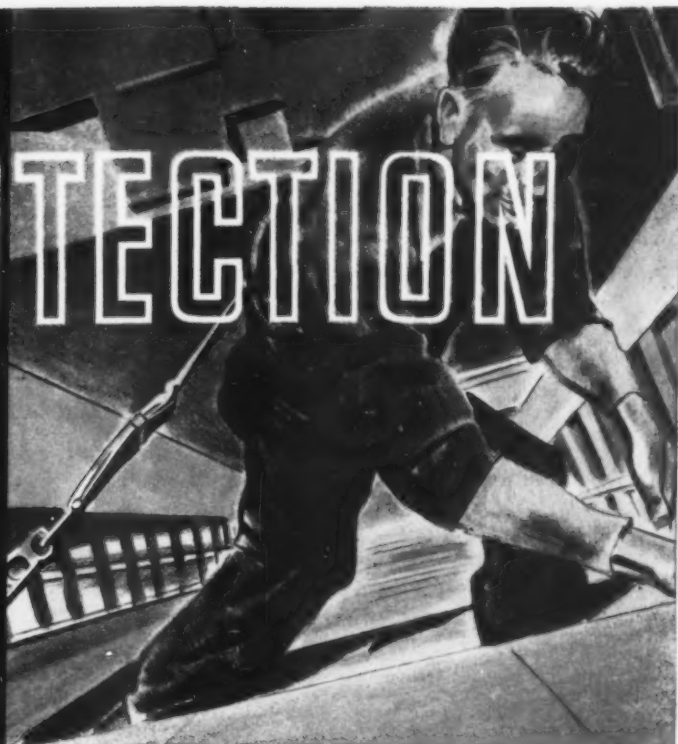


Persistent in perfection, refrigeration equipment manufacturers like Carrier, Frick, Norge, York, Refrigeration Corporation of America have revolutionized the processing and preservation of food.

BONNEY FORGE & TOOL WORKS • ALLENTOWN, PENNSYLVANIA

FOR PROTECTION

YOU
CAN
COUNT
ON—



QUAKER STATE

Superfine Lubricants



• Just as the steeplejack has all the confidence in the world in his safety belt, your customers can count on Stabilized Quaker State Quadrolube for complete protection of transmissions and differentials. No detail in production is overlooked to make it the finest gear lubricant on the market. Special refining techniques build

into Stabilized Quaker State Quadrolube a stubborn resistance to pressure, heat and cold . . . an amazing ability to withstand moisture, rust and corrosion.

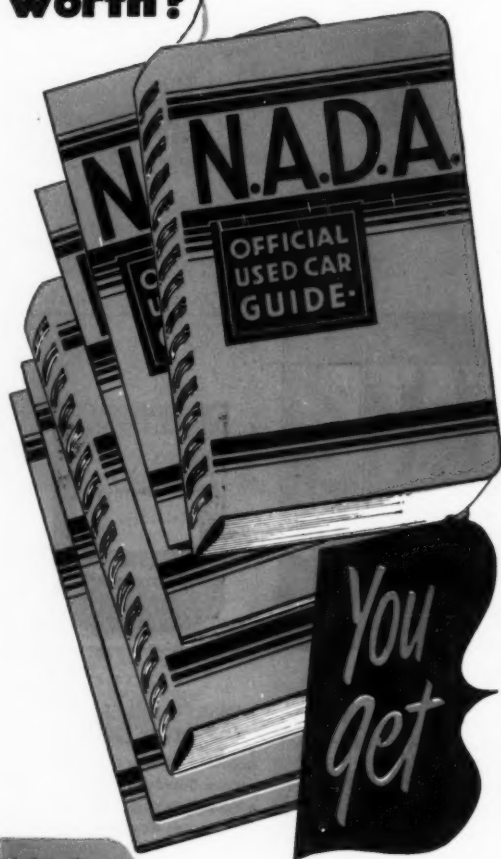
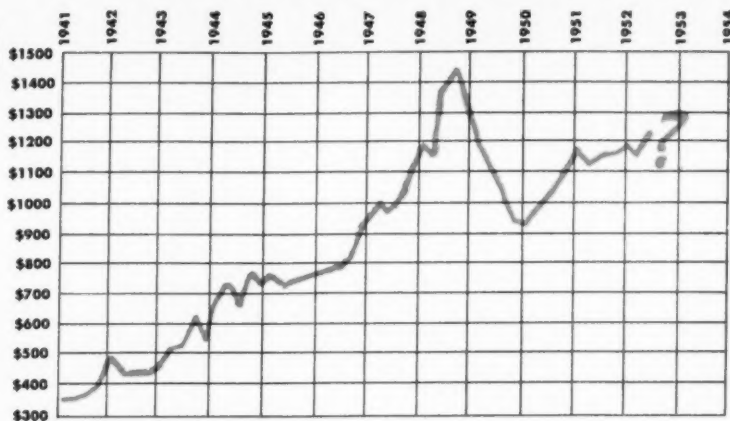
You can count on better business if you give your customers the extra protection of complete Quaker State lubrication service.

A COMPLETE LINE OF FINEST QUALITY LUBRICANTS

- Quaker State Super Quadrolube
- Quaker State Super Quadrolube X-SCL
- Quaker State Viscous Lubricant
- Quaker State Wheel Bearing Lubricant
- Quaker State EXPP2 Lubricant
- Quaker State Universal Joint Lubricant
- Quaker State Waterproof Lubricant
- Quaker State Quadrolube
- Quaker State Quadromatic Automatic Transmission Fluid Type A

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1026 17th Street, N. W. • Washington 6, D. C.

Car-Road Ratio Affects Safety, Gould of GM Tells Kentuckians

THE United States has produced 80 per cent of the world's automobiles but it has only 30 per cent of its roads, a significant factor in the high accident rate of the nation, Herbert M. Gould, general manager, Motors Holding Division, General Motors Corp., told members of the Kentucky Automobile Dealers Association at their annual convention Sept. 14-16 at Cumberland Falls State Park.

He urged all dealers, in their self interest and in the interest of the community, to promote better roads and parking facilities. One way to promote this is to make sure that all automobile and gasoline taxes are used for this purpose, he pointed out.

The key to dealer success is efficient management, reflected in sound employee, sales and financial policies and coupled with the dealer's firm resolve to be of the greatest possible service to the customer and the community.

"Management Market" Seen

"Automobile dealers will operate in a 'management market'—not a sellers' or buyers' market," he said. He defined a management market as a typical American market where hard work and service to the public would be all-controlling.

Two forums were included in the program. Participants in the one on relations within the automotive industry were: Joe E. O'Daniel, Evansville, Ind., who discussed customer relations; Fred M. Sutter, Columbus, Ind., who discussed factory relations; Turner A. Summers, Louisville, Ky., who talked on employee relations; Ernest Burwell, Spartanburg, S. C., who discussed dealer management, and Walter J. Wilkins, Norfolk, Va., who talked on good government relations.

Several state and federal officials took part in a panel discussion on federal regulations and state laws affecting automobile dealers.

Charles J. Farrington, assistant to the president of National Automobile Dealers Association, discussed the Washington situation. He urged dealers to take more interest in governmental affairs and cited the example of J. Clif Ware of Covington, Ky., whose conferences with the chairman of the

House Banking and Currency Committee had helped to bring about legislation in line with the best interests of dealers.

Col. Jack Major gave his talk on "Taxes, Women and Hogs" at one evening session.

Although rainy weather hampered the outdoor activities that had

been planned, a variety of other entertainment features was included in the program.

The largest crowd ever to attend a KADA convention was on hand, Managing Director Lew Ullrich reported.

Tucker of Harlan Dies

M. L. Tucker, owner of Harlan Motor Co. (Ford), Harlan, Ky., was killed recently when the car in which he was riding ran off a highway near Knoxville, Tenn.

Speed

KIMBLE IMPERIAL

UNIVERSAL TESTER

Built to Give the RIGHT Answer FAST!

Here's the Anti-Freeze Tester that service men like because it's so fast and simple to use.

They like the DIRECT READING Slide Calculator . . . the large clear figures, always clean, that give the correct answer at a glance!

Precision calibrated for utmost ACCURACY. Extra heavy annealed glass parts for DURABILITY. Made by the nation's foremost manufacturer of scientific glassware.

No. 556-TA Universal Anti-Freeze Tester.
Tests Alcohol, Methanol, and Ethylene Glycol. Dealer's Cost . . . \$5.50

Also Single Solution Anti-Freeze Testers.
Battery Hydrometers.

Manufactured by
Kimble Glass Company
subsidiary of
Owens-Illinois Glass Company

Ask for
Bulletin 398



Brass Fittings • Flexible Lines • Tubing Tools • Shut-Off Valves • Drum Faucets

Readers are invited to contribute to—

SHOP TALK—

NAMING THE SCRUBBER

Amarillo, Texas

Gentlemen:

With reference to the picture of the floor scrubber used at Los Angeles in the Pershing Square Garage (August, page 75), I believe that the unit being used is not a

farm - type Jeep with aircraft wheels, but a standard Crosley Farm-O-Road with 450-12 tires and fitted with the scrubber that operates off the front power take-off.

Enjoy your magazine every month.

J. R. HORNE,
Cushman Motor Scooter Co.

A column of informal comments about the automotive trade and its problems.

HERE'S THE ADDRESS

Post, Texas

Gentlemen:

Please give us the address of General Motors Technical Data Section, concerning overdrives on Buicks. We believe this question was asked in your August issue by Mr. Robert J. Abercrombie. We too would like very much to have this information.

E. L. VAUGHN,
E. L. Vaughn Service Station
and Garage

The address is: Technical Data
Section, Buick Motor Division, General Motors Corp., Flint 2, Mich.

WANTS LPG INFO

Sparrows Point, Md.

Dear Sir:

After reading your article on LPG in the August issue, I would like to get the name and address of companies that sell conversion kits.

CHESTER A. EPPARD,
Eppard's Garage

We're asking the Liquefied Petroleum Gas Association, 11 South LaSalle Street, Chicago, Ill., to send you the name of company in your area that sells such kits.

WIRING '50 MERCURY

Riverdale, Md.

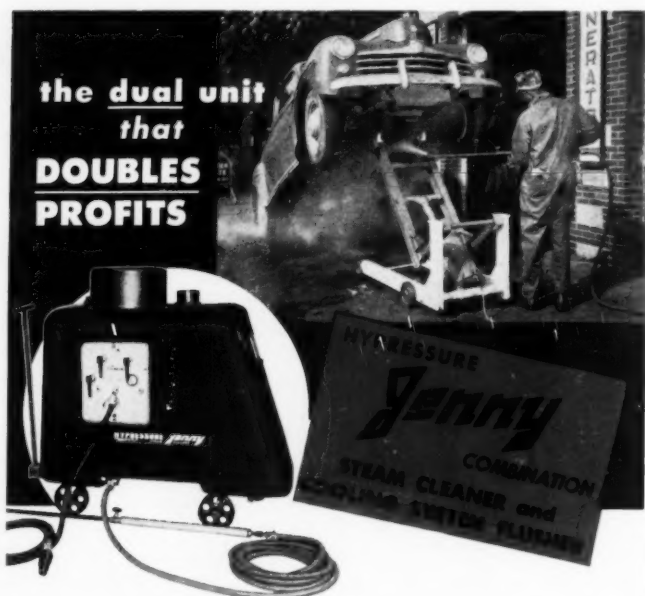
Dear Sir:

I would like to receive a copy of the wiring diagram for the 1950 Mercury, which was published in your August, 1950, issue. I have lost mine.

HAROLD W. SKAGGS

Glad to send a copy of the diagram to you.

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.



Combination HYPRESSURE JENNY will bring more new customers into your shop, turn out work faster, and at greater profit than any other piece of automotive service equipment on the market.

As a steam cleaner JENNY will make you \$4.00 to \$5.00 in 20 minutes cleaning a dirty car motor—a job you couldn't do as well in an hour by hand methods. That's more than doubling your profit. And you can do equally as well on jobs such as cleaning dirty wheels and white side walls . . . thawing radiators . . . stripping mud and grease from springs

and chassis . . . cleaning for painting or undercoating and on dozens of other services customers need and want.

As a cooling system flusher Combination HYPRESSURE JENNY will bring you an average of \$9.50 per job, including replacement parts such as hose, fan belts, clamps, etc., and further boost your profits.

JENNY cuts shop overhead, too, by keeping your equipment, lifts, pits, floors, driveways, walls, etc., free of dirt and grease in one-tenth the time and labor required by hand-cleaning methods.

For complete information WRITE TODAY for your FREE COPY of "1001 WAYS TO EXTRA PROFITS WITH HYPRESSURE JENNY." No obligation.



HYPRESSURE JENNY DIVISION

HOMESTEAD VALVE MANUFACTURING CO.

"Serving Since 1892"

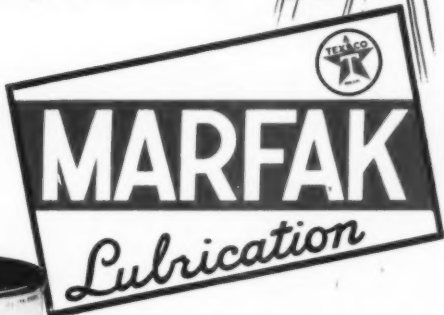
P. O. BOX 99

CORAOPOLIS, PA.

Boost your **LUBE PROFITS** —and **TBA** Sales, too!



with



the superior
chassis lubricant



Everytime you get a car on the lift...

(1) you have an opportunity to see what it needs... (2) you have an opportunity to sell TBA items.

There's nothing like *Marfak* for bringing in lubrication customers. It's a top-satisfaction builder. It's easy to demonstrate its superior qualities. And once car owners have had *Marfak* jobs... they want repeats. They feel the difference — quieter, smoother riding, easier handling, greater protection. *Marfak* is tough — specially made to resist jar-out, squeeze-out and wash-out. It clings to vital chassis points. That "cushiony" feeling lasts longer.

MILLIONS of car owners know *Marfak*. Continuous national advertising keeps telling them and selling them. Talk to a Texaco representative. See how the *Marfak* sign can mean more business for you.

MILLIONS know

MARFAK...

More than
400-million
pounds of
MARFAK have
been sold!

MARFAK offers you a ready-made market!

The Texas Company



TELLING 'EM FAST

Curran Bridges, the Greenville Packard dealer who emceed the rib-shaking "political convention" fun session of the South Carolina Automobile Dealers Association convention last month, told these two during his performance:

"This is a nation of untold wealth. Our internal revenue department can prove that."

"I heard someone say the other day that South Carolina is the outlying province of North Carolina.

That is not true. No one can outlie South Carolina."

"COCKTAIL CENTER"

Washington has been labeled about everything, including "district of confusion." The latest was pinned on by "Larry" Doyle, the genial sales and advertising chief of Ford Motor Co.

He described Washington to the South Carolina Automobile Dealers Association convention as the

"cocktail center of the world." He declared that on one occasion he attended a cocktail party at which 300 persons were present, only to discover that it was being given for a man who was going off—on a ten-day trip!

He wasn't present to count heads ten days later when the return was celebrated.

THEY'RE ATTRACTED

It must have been with a lot of pleasure and pride that General Manager John E. Raine reported to the membership of the Automotive Trade Association of Virginia in mid-September:

"We have not as yet announced our program of speakers or their subjects, and already have 40 per cent more convention registration applications than a month before last year's convention."

This convention and the North Carolina dealers' convention are close rivals in drawing top attendance of any of the state associations in the Southeast, ranging from around 800 to close to 1,000 almost every year.

ADDING TO THE GANG

Car dealers in Georgia can expect to hear and hear again the advantages of joining an association and being active in it. Max Marsh of Marsh Motors, Inc. (Chrysler-Plymouth), Macon, Ga., made the following comments shortly after his election to the presidency of the Georgia Automobile Dealers Association last month:

"We are going out this year to try and build up our membership statewide, and particularly in the larger towns and cities of the state. There are many communities, including Macon, that have not had a local association since the war. I believe that interest at the community level makes for interest in the state association, as well as the national."

TRAIN ENDS THIEVERY

A train put an end to a story of thievery in Fort Worth, Texas, but not in quite the way everybody might have wished. Thieves stole a new Cadillac belonging to Leo T. Staats, burglarized a store and abandoned the car on a railroad track. The train did the rest.



LISLE CORPORATION
BOX 1028 CLARINDA, IOWA

it's a good tool...it's a

JEEPERS CREEPER...

now sold exclusively by LISLE



Join the Switch to Exide...



DO IT NOW! Exide offers more than ever before... more of everything you need to build a fast-growing, money-making battery business.

EXIDE DEPENDABILITY... batteries you can trust, a top-ranking requirement of the car owner.

EXIDE LONG LIFE... proved through the years... now longer than ever before.

EXIDE NAME... known to millions through years of consistent national advertising... over 130,000,000 messages in 1952.

EXIDE BATTERIES ARE FULLY GUARANTEED NATION-WIDE.

THE COMPLETE EXIDE LINE, with a price range that gives both dollar-savers and quality-seekers *more for their money*. Backed by **EXIDE'S PROVED SERVICE ROUTINE** that's a sure-hit business booster and profit maker.

AND... VERY IMPORTANT... The Exide Distributor is an excellent supplier. You can count on him for fresh stock... prompt deliveries... quick, fair adjustments... reasonable terms.

THE ELECTRIC STORAGE BATTERY CO.
Philadelphia 2

Exide Batteries of Canada, Limited, Toronto



ULTRA START...

New leader of the famous Exide line.

ACT TODAY...

Switch to Exide

WHEN IT'S AN Exide...YOU START

"EXIDE" Reg. T.M. U.S. Pat. Off. "ULTRA START" T.M. Reg. applied for

Dear Bill,

You're right, brother, it isn't easy to keep abreast of all the new stuff coming out on modern automobiles—and it isn't simplified in our shop where we've become departmentalized, though you might think so. At least that's what we thought at first, and it cost us a few good men to get wise to ourselves.

When our growth reached the point that we had to group our special equipment in departments for efficiency, we had a shopful of



THE MARKET'S WIDE OPEN FOR THIS NEW

DEFROSTING SPRAY

EASY TO USE—EASY TO SELL!

Hit Jack Frost and you hit the jackpot with Las-Stik's latest contribution to motoring safety. Here, for the first time, is a remarkable safety spray that car owners will buy on sight, will buy again and again.

Las-stik **dee-frost**

is an original formula expressly developed to rid windshields and windows of dangerous frost coatings. A light, quick spray of DEE-FROST quickly penetrates and removes thin ice and frost, without harm to finish, rubber or chrome. DEE-FROST leaves no film or residue, is applied and melts frost in just ten seconds.

**IN REFILLABLE
FLEXI-PLASTIC
SQUEEZE FLASK**

DEE-FROST is a quick-sale, big volume product for fall, winter and spring sales, priced to retail at just \$1.19 in its clear, attractive polyethylene container. Refill glass bottles will sell for just 75¢.

SERVICE STATION SPECIAL



DEE-FROST is available in gallon containers for garage and service station use—and with each gallon, a plastic dispenser is furnished FREE.

ORDER NOW--FROM YOUR JOBBER

THE LAS-STIK MANUFACTURING CO.

HAMILTON, OHIO

DISTRICT REPRESENTATIVES: Southwest—Lynn & Hemphill, 301 North Market St., DALLAS 2; Southeast—Wesley O. Aaron, 843 Memorial Drive, S.E., ATLANTA; Kansas & Missouri—E. G. Craft, 804 W. 48th St., KANSAS CITY 2.



Actual size 2 1/4" x 4" x 1 1/2".
Contents—5 1/2 fl. oz.

general line mechanics who could take it as it comes, but as is the case of most mechanics each had a specialty at which he could excel. Naturally we channeled the boys into their specialty department, and thought we had the world by the tail. But we didn't reckon with the psychology of the general mechanic. They like variety, and they take pride in being able to fix anything, even though they don't crack flat rate every time.

So when we began having classes for the engine men on new stuff in their department, and later have some brake dope for the brake department, with a special toss for the electrical and tune-up department, we thought we were doing good.

When some of our "specialists" who were cleaning up in their new department left us to go to smaller shops to work on the general repair line where we knew they'd take a pay cut, we started talking it over with our boys.

Sure, they didn't mind taking home a bigger pay check from working in a specialized department where they could turn out more work. And they didn't particularly want to return to the "line." They just simply didn't want to be left out of the new developments and repair techniques in the business in general.

Ever since that time we've held larger meetings or classes on every unit. We have picked up some specialists who don't give a hoot or a holler about any job but their own but our old-timers are determined to maintain their general knowledge of the game.

It's paid off for the shop, too, for the old "feast or famine" still holds good in repairs. Everybody will boycott the brake department one week, and then swamp it the next. So with men available to switch around we can take on jobs far in excess of the capacity of the

department with its regular manpower. Keeps the individual pay check from fluctuating too much also, for a brake man isn't losing any money when he is doubling in brass in the transmission department.

And it's the transmission department that is keeping us busy right now. If our two transmission men were all that needed instruction and experience in the work, we'd have had only one night out this week. But with only one set of tools and several other men wanting to overhaul a job to keep their hand in, we've made a week of it. It's worth the extra training time to have several extra men to use during vacations or rush periods, however.

Only complaint now is we're scheduled for a power-steering session next week, and hope it isn't as complicated as the transmission so we can finish it up in one meeting.

Yrs,

Ed.

Let's Get Our Bearings!

(Continued from page 87)

per half may require the use of a special tool which is available from most jobbers.

Now that they are out, what are we looking for? When inspecting bearings, your know-how really begins to show up. Your experience with them tells you what to look for and how to distinguish between those which need to be replaced and those still usable.

You can't go by their color because you have seen that some bearings tend to lose their shine and become duller or darker with use. You have found this to be a normal condition which has no effect on normal service life.

You are going to look for signs that show unusual conditions, but you know from working with them that even with slight scratches a bearing is good for many more miles of service if it has proper clearance.

Clearance is the secret of bearing life and anything which destroys precision fit will in time destroy bearing and shaft surfaces too. Proper clearance permits a thin film of lubricant to separate the bearing from the journal and prevents metal-to-metal contact. Failure results from the presence of foreign matter which punctures that film, or from restriction of oil flow.

Horse sense tells us not to let loose dirt or particles of metal get into a bearing job, but remember

that grease from your fingers can be harmful, too. Dirt under a bearing surface produces high spots on the surface which breaks through the oil film, overheating the babbitt at that point and scoring the shaft. A small amount of dirt on bearing surface can be absorbed by the babbitt, but a large amount will score the shaft.

You will recognize bearings suffering from lack of lubrication or too little clearance, because a large area of babbitt will be wiped out, or there will be large areas of ex-

tremely bright appearance. This may be caused by operation at low oil level, or possibly by blocked oil passages in the crankshaft. These small passages which feed oil to the bearings may become partially clogged, providing insufficient lubrication.

Racing a cold engine before oil warms up enough to circulate freely is another cause of failure through inadequate lubrication.

When a burned-out rod bearing has been replaced, the job is only half done. Remove the cap from

SAVE ON CAR REPAIRS

WITH *National* PARTS

COLEMAN COMPENSATOR
Corrects slack in steering line
Re-uses original steering arm
Saves wear on King Pins, Tie Rod ends and other steering line parts

DRIVE SHAFT BUSHING & SEAL ASSEMBLY
Saves Buying A New Drive Shaft
Cut Away Steering Bracket Bushings (Patented)
Provides new bearing surfaces and heavier seal. Uses old shaft. Fits over U-Joint. Install without tearing down differential.

TRANSMISSION CASE BALL SEAT
Saves Buying New Trans. Case
Keeps Ball Housing in line and prevents buckling
PART NO. C-4-A
Helps prevent oil leakage from Trans.
Prevents Extra Wear on Rear Transmission Bearing

UNIVERSAL JOINT BALL HOUSING KIT
Saves Buying A New Drive Shaft Housing
Keeps correct Shaft alignment
Patented
Prevents oil leakage around ball housing. Longer life due to oversize construction. Strengthens Housing 15%.

SPECIAL PINION BEARING ASSEMBLY
Saves Buying New Ring Gear & Pinion Assembly
Special steel race provides new bearing surface
Restores correct alignment between gear teeth
Restores original tolerances without replacing Drive Pinion and Ring Gear.

FOR:
Chev. Pass. Cars & Pickups
GMC Pickups
Buick & Pontiac Cars

Make quicker, more profitable repairs with genuine National Parts... they are EASY to install. They restore a car or truck to its original, fine operating condition, yet save major repairs because they re-use original assemblies.

AS ADVERTISED IN
POST
AUTOMOTIVE
PRODUCTS

Sold Nationally
by Leading Automotive Wholesalers
Write or wire for full information

Proven by thousands
of satisfied car and truck
owners throughout America.

NATIONAL MACHINE WORKS, INC.
P. O. BOX 4305 MANUFACTURER AUTOMOTIVE PRODUCTS OKLAHOMA CITY 9, OKLA.

the main bearing which feeds it and blow out the oil passage with compressed air. This gets at the cause of the failure and prevents the new bearing from being starved as the old one was. Oil flow through the crankshaft may be checked with one of the many reliable types of leak detectors now on the market.

Large areas of the bearing surface flaked or pounded out indicate long service and simply mean that the bearing has outlived its useful service period and should be replaced. This condition is usually found only in cars with high mileage.

If the bearing shows slightly heavier contact in some areas than in others, it is not an indication that the bearing should be replaced or that the shaft journal is tapered and should be reground. Measure the amount of taper and out-of-round, and do not regrind the shaft unless the journal is more than .001" out. When you have finished your inspection, measure the size of the shaft and select bearing of the proper size.

The next step is to check the service bearing in the engine. But first make sure all bearings and supports are clean and dry on all sides. If you start with the "con" rod bearing, insert the upper half into the rod with the oil holes in line and the ear in place in the groove.

Next, insert the lower half in the cap. Bearing edges will project slightly over the cap flanges. These edges are not to be filed as this is the trick that gives a snug fit.

Next, lay $\frac{1}{2}$ " to $\frac{3}{4}$ " piece of .001" shim stock across the center

of the bearing surface. The shim should be oiled and its edges fitted to prevent scratching the shaft or digging into the babbit. Then tighten cap in place with a torque wrench to the specified torque.

Now your sense of touch will help you. By the drag you feel when you rotate the shaft you can tell whether the bearing is a good fit. A steady medium-heavy drag is equal to the desired .001" clearance. Be sure the shaft turns freely. If it is tight, try it without the shim in the bearing. If it is loose,

try a one and one-half thousandth shim; if still loose, try the next size thicker wall bearing.

Keep trying until the proper fit is obtained, otherwise the job will be back. The little extra time required to insure a proper fit means the difference between a good bearing installation and a bad bearing installation.

The first yellow cab was produced and the color established by the New Departure Division of General Motors Corporation.

But That Variety Doesn't Rattle!

When Deputy Sheriff Curt Youngblood of Ocala, Fla., stopped to take a look at a seven-foot snake in the road, the reptile slithered under his car and wrapped itself around the engine. Youngblood raced the motor, blew the horn and used his siren, but the snake wouldn't move.

He drove to a service station, had the car put on the grease rack and told the attendant to look for a "bad rattle." But the snake turned out to be a harmless gopher snake.

IN THE OIL

IN THE GAS

Miracle Power

COLLOIDAL SYNTHETIC GRAPHITE IN SUSPENSION
PUTS THE "PURR-R-R" IN ENGINE PERFORMANCE*

Every 1000 Miles
Use in Gas and Oil

*Treats the Engine
Not the Oil*

PREVENTS "Engine Ulcers"

*Reg. U.S. Pat. Off.

© AP Parts Corp., 1952

Effects of De-Skidding Explained by Bean

DE-SKIDDING synthetic rubber tires can extend the safe mileage of a tire as much as 15 per cent, probably because heat dissipation is better and slippage is reduced, officials of John Bean Division told representatives of major rubber companies and the automotive trade press at a recent meeting in Detroit.

De-skidding involves slitting the tire tread with a razor-like blade

to a predetermined depth at intervals around the entire circumference of the tire. The average 100-level tire can be de-skidded two or three times, depending on depth of slitting and tire wear, officials said. Some premium tires are manufactured with slitted treads.

Tires that have been de-skidded can be recapped, John Bean representatives pointed out, and the process is being applied to truck tires up to 12:00 by 24:00, as well as for passenger-car tires.

While the exact number of de-

skidded tires on the road is not known, it is estimated by John Bean at less than ten per cent of passenger-car tires.

In addition to discussions of the de-skidding process and its profit possibilities, the meeting included demonstrations of the Skid-Defier de-skidding machine produced by John Bean.

Dagg Joins Dallas Dealer

Harold Dagg, who for eight years had been district manager at Dallas, Texas, for Universal C.I.T. Corp., has joined Horn-Williams Motor Co., Dallas Ford dealership, as new-car sales manager. He was with the dealership from 1939 until 1942.

Emerson of Motor Dies

George T. Emerson, 57, executive editor of *Motor*, died in Detroit last month after a brief illness. He had been on the staff of the publication for four years.

STATEMENT OF OWNERSHIP

Statement of ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of SOUTHERN AUTOMOTIVE JOURNAL, published monthly at Philadelphia, Pa., for September 10, 1952.

State of Georgia, County of Fulton, ss.
Before me, a Notary Public in and for the State and County aforesaid, personally appeared A. F. Roberts, who having been duly sworn according to law, deposes and says that he is the business manager of the SOUTHERN AUTOMOTIVE JOURNAL and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication, for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations printed on the reverse side of this form, to-wit:

1. That the names and addresses of the publisher, editor and business manager are: Publisher, W. R. C. Smith Publishing Co., Atlanta, Ga.; Editorial Director, T. W. McAllister, Atlanta, Ga.; Editor, William C. Herbert, Atlanta, Ga.; Business Manager, A. F. Roberts, Atlanta, Ga.
2. That the owners are: W. R. C. Smith Publishing Co., Atlanta, Ga.; Estate of W. R. C. Smith, Atlanta, Ga.; W. J. Rooke, Atlanta, Ga.; O. A. Sharpless, Atlanta, Ga.; T. W. McAllister, Atlanta, Ga.; E. W. O'Brien, Atlanta, Ga.; Mrs. E. L. Philpot, Atlanta, Ga.; J. C. Cook, Atlanta, Ga.; R. P. Smith, Atlanta, Ga.; A. F. Roberts, Atlanta, Ga.; Mrs. S. J. Jones, Atlanta, Ga.; William C. Herbert, Atlanta, Ga.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of the total amount of bonds, mortgages, or other securities, are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

A. F. ROBERTS,

Business Manager

Sworn to and subscribed before me this 10th day of September, 1952.

SEBA J. JONES

Notary Public, State at Large.

(My commission expires Feb. 23, 1954.)

MIRACLE POWER TREATS THE ENGINE—NOT THE OIL!

Miracle Power is *not* a purge, *not* a detergent, *not* a chemical. Miracle Power is all lubricant—contains only colloidal synthetic graphite, completely suspended in a fine, light blending oil.

Used in oil and gas, Miracle Power places a breath-like protective graphite film on vital engine parts. This graphite film holds oil on engine parts longer—gives standby lubrication in the temporary absence of oil—prevents dry starting damage when you start up after long stops.

THE AP PARTS CORPORATION
1734 AP Building • TOLEDO 1, OHIO
Manufacturers of: MUFFLERS • PIPES • MIRACLE POWER • dgf 123



CAUSED BY DRY STARTING

Can Associations Help?

(Continued from page 70)

they cannot. The rulings of almost 50 per cent of the agencies of most states are not subject to review by the courts. The agency personnel sits as judge and jury, both, on your case.

Even though a law is couched in apparently very simple and understandable language, it does not necessarily mean that a lawyer can understand it. It is more important to know what interpretations (reg-

ulations) have been issued by the agency involved and especially enforcement practices being followed in the particular industry in question. A background of numerous court decisions regarding the issued regulations in an industry may cause enforcement to take almost a tangent from the original wording of the law.

An association executive need not be an attorney to pick up the fine-line enforcement pattern and be able to greatly assist members to comply with the regulations

exactly as the agency desires compliance. This is very difficult to do unless an industry exchanges information between its members. Members will tell a trade executive what happened to them with the understanding that it may be passed on for the benefit of any member, provided the information is not divulged as to where it happened.

An ideal trade-association executive should combine the attributes of an economist, statistician, promoter, salesman, public speaker, writer, lawyer, engineer, teacher, "Duncan Hines maitre d'hotel," psychiatrist and politician. However, a healthy combination of all of these characteristics will not supplant a carefully prepared work-program or goal of endeavor. It is neither equitable nor advantageous to the membership to leave too much of the responsibility of developing a work-program up to the trade executive. Irrespective of his ability, better cooperation and coordination can be obtained by active participation of members working through committees.

A trade association can be only as valuable as the program which the staff and the committees are attempting to develop. Therefore, every member of a trade association should be vitally interested in the program of work which the association adopts.

Here Are the Reasons

Reasons why you should belong to your state association:

You associate with the leaders in your industry—

1. You can participate in the convention of the association.
2. You can participate in local meetings of your industry.
3. You can exchange ideas of mutual benefit.
4. You discover there are many more reasons why you should cooperate with your fellow members in your united efforts to compete than there are reasons to fight each other.

5. You discover that everything you heard about your fellow member is not true . . . that he is a pretty decent fellow . . . that someone has been playing him against you, and vice versa.

You can protect yourself—

1. By keeping informed concerning unemployment compensation; workman's compensation; sales and/or use tax; wage-hour law; wage and salary stabilization; excise taxes; price ceilings; labor legislation, etc.
2. By having a central "point"

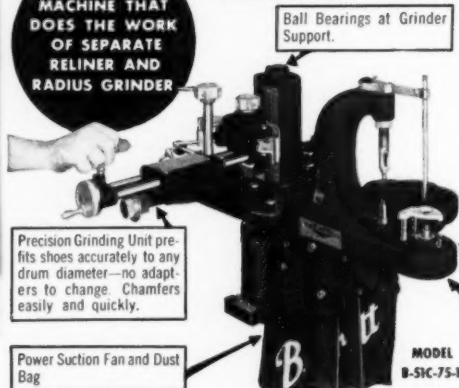


Barrett Says:

WHY BUY TWO WHEN ONE WILL DO?

A New MACHINE THAT Completely SERVICES 8" to 16" SHOES

ONE COMPACT MACHINE THAT DOES THE WORK OF SEPARATE RELINER AND RADIUS GRINDER



Ball Bearings at Grinder Support.

- DELINES
- DRILLS & COUNTERSINKS
- RIVETS
- GRINDS SHOES TO EXACT PREDETERMINED DIAMETER AND CHAMFERS ENDS OF LINING

Precision Grinding Unit pre-fits shoes accurately to any drum diameter—no adapters to change. Chamfers easily and quickly.

Countersink depth adjustment can be made while machine is operating.

Ball Bearings at Countersink Spindle

Power Suction Fan and Dust Bag

MODEL B-SK-75-1

Why pay 50% to 100% more for two machines to reline and radius grind brake shoes? This heavy duty machine does the work of both in less space, with fewer steps, and at lower cost. All controls for 5 essential operations conveniently located for fast, easy use.

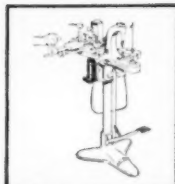
PRECISION GRINDS SHOES

Grinding unit engineered for speed and accuracy pre-fits 8 shoes to any predetermined size in less than 4 minutes. Shoe Clamp handles 8" to 16" shoes up to 4" wide. No adapters to change. Grinds standard size, oversize or undersize for cam effect. Chamfers with shoe in clamp.

Ask Your Jobber or Write Direct

BARRETT EQUIPMENT CO.

The World's Finest Brake Service Equipment
21st & Cass Ave. St. Louis 6, Mo.



Use of this compact grinding and relining unit takes less space — saves steps . . . saves time . . . saves money.

through which information can be learned the "hard" way.

3. Without the necessity of employing costly legal and professional services.

4. Without the necessity of taking your valuable time to read and digest voluminous bulletins and governmental interpretations.

You can unite to elevate your industry in the eyes of your customers—

1. By cooperating collectively to educate your customers.

2. By supplying services to your customers on governmental rules, regulations, state and federal legislation.

3. By supplying your customers with information about those things which materially affect their business and profits.

You can bargain collectively—

1. On insurance rates and classifications.

2. On freight rates and miscellaneous inequities.

3. On unfair and unethical industry practices.

You can obtain the latest credit information—

1. Monthly summary of past-due accounts.

2. List of P and L accounts in your immediate area.

3. You can purchase from the association office small quantities of forms for use in your credit work; i.e., credit applications, credit reference forms, collection aides, etc.

Your voice can be "heard" to effectively sponsor or oppose legislation—

1. You can be heard effectively *only* through organization.

2. Your ideas can be presented to the proper authority or committee.

3. You can help guide the destiny of your city government, county government and state government if you will actively participate in the work of your association.

Fiber Glass Quits Dairy-Truck Noise

UNDER-THE-HOOD insulation for dairy trucks to make them extra quiet was one of the new uses for fiber glass presented at the Truck Body & Equipment Association convention in St. Louis, Mo., last month.

Displays by Libbey-Owens-Ford Glass Co. also featured use of fiber glass for insulation of an ice-cream or dairy truck.

It's **EASIER** to do **MORE** jobs **FASTER** with



● By using the modern impact method, you save 1/3, 1/2 or more time on assembly, repair and maintenance jobs...put more work through...cut costs...and make more profit.

By standardizing on Williams IMPACT "Supersockets"®, you get many extra advantages. Made of extra tough, specially heat treated alloy steel,

they stand up long beyond the point when ordinary sockets fail. Machined to unusually close tolerance fit...they enable you to get top efficiency from your power wrenches—extend the service life of the drive tang. 7 square drive sizes...over 300 sockets and accessories are available for use with all types of power wrenches and nut runners...offer extra utility when used with Williams hand socket drivers.

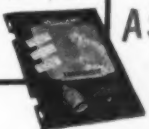
Why accept less...when Williams offers the best in quality, versatility and utility through your local jobber.

ASK him for our latest Catalog A-100 or write direct.

J. H. WILLIAMS & CO.
447 Vulcan Street Buffalo 7, N. Y.

WILLIAMS IMPACT "SUPERSOCKETS"®

save time and money in
Changing Tires — Tight-
ening Body Bolts — Re-
moving Engine Heads —
Servicing Spring V-Belts —
Assembly and Repair —
Shop Maintenance —, and
a long list of
other jobs.



"Dyno" Brings in Jobs (Continued from page 75)

feel the controls and how to spot r.p.m.'s comes only with time and you've got to watch those instruments fast to get the correct readings.

Only persistent study and application bring the experience that means accurate interpretation—and happier, well-satisfied repeat customers.

I was traveling on a vacation trip and stopped by in a shop in

Massachusetts that had a dynamometer covered up and not in use. To me that was heartbreaking but I just about understood. Someone lacked the dogged persistence that it takes to master the dynamometer.

But once you've mastered a dynamometer, you wouldn't be without one. The satisfaction of working with first-rate testing equipment has no substitute. You may send your customers away with lower repair and parts bills, but they will come back to you and to no one else when they want work done.

And this will more than make up in a steadily increasing volume what you think the dyno's accuracy is losing for you.

Boosted Used-Car Sales (Continued from page 67)

on our lot. It should be rebuilt or sold for junk.

We have the 30-day, 50-50 plan in which we pay 50 per cent on all repairs during the first 30-day period. Regardless of what goes wrong, we share the responsibility. In some cases where it is difficult knowing who is responsible for a defect, we take on the entire expense for a repair.

For example, a customer had a car two or three days when his clutch went out of order. We had no way of knowing whose fault it was, so we took on the entire bill. In another case where a crankshaft was undercutting, we took full responsibility.

But in a case where a customer complained of an over-consumption of oil, we went 50-50 on a ring job. There is no set guarantee on oil consumption.

Building Satisfaction

I present these instances to show what builds guaranteed customer satisfaction. We don't want to put the customer behind the eight-ball. We want him to be able to make his payments and still keep up maintenance on his car.

We do not want to overburden a customer financially and do not encourage loans unless a customer requests it. There is no restriction as to bank or loan company. We accept one-third down and up to 24 months to pay. We generally average, however, about 18 months.

Our financing arrangements have proven sound for we have had no car reposessions in two years.

Sound dealings, we believe, are the cornerstone of a successful used-car department. We sell cars as represented. We do not represent a car for what it is not. If we tell a customer we are going to recap the tires or replace them, we are certain to do exactly that.

We make no verbal promises. A guarantee of arrangements is written up, point by point, and given to the customer. Our guarantee is the standard warranty used by the Washington Automotive Trade Association members.

From the dealer's standpoint, we believe that a good diversified stock of different models and makes keeps



• Beneath the smooth slickness of the modern motor car is the "bone and muscle"... the frame, engine and other parts that make the "glamour girl" click.

This is where the bolts, nuts and screws do their work... unnoticed and unsung... yet indispensable to the proper functioning of the car.

But just as glamour fades and needs re-painting, so fasteners sometimes need replacement. When that time comes, protect your reputation for excellent repair work by always replacing with Lamson Fasteners... the finest the market has to offer.

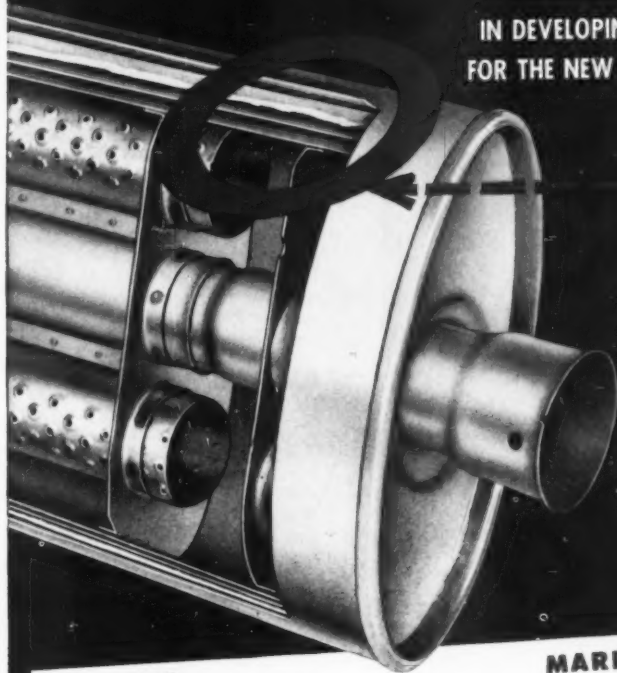
Lamson & Sessions
The **LAMSON & SESSIONS Co.**
1971 West 85th Street • Cleveland, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

WORLD'S LARGEST MANUFACTURER OF AUTOMOTIVE FASTENERS

MAREMONT

LEADS...

IN DEVELOPING EFFECTIVE MUFFLER DESIGNS
FOR THE NEW HIGHER COMPRESSION ENGINES



for example
this exclusive, new
4 PLY ASBESTOS WRAP

Eliminates shell noise... prevents radiation of muffler heat to body of car. Specially constructed with double wrapped steel inner shell... a third ply of 1/16th inch sheet asbestos... plus a fourth ply (an outer shell) of sheet steel. What's more—and this is important—all three steel plys are securely spun together and permanently interlocked with the end caps—fully enclosing and protecting the asbestos and giving an absolute gas-tight seal! Another fine example of Maremont leadership in research and development!

MAREMONT

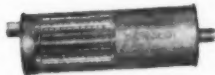
... the line with the right designs... for every engine type!



Ask Your Maremont Jobber
Salesman to Show You...

"SELL 'EM AT THE LIFT"

Here is a real muffler money-maker for you! In a few minutes you'll have the facts on how to sell all the mufflers you should sell! Be sure your jobber man shows it to you!



★ DOUBLE WRAPPED—two shells for "hush" performance—deep tone quality—extra strength and rigidity.



★ STRAIGHT THRU—scientifically designed tube protrusions and perforations for maximum performance!



★ 3-PASS ROUND—cushion chamber design reduces impact upon end caps; minimizes back pressure.

MAREMONT MUFFLERS

MAREMONT AUTOMOTIVE PRODUCTS, INC.

General Offices: South Ashland Ave. at 16th St., Chicago 8

Also Manufacturers of Maremont Springs

customers coming. We make certain that we have a balanced lot of 40 to 50 units at all times and aim at seeing that a car moves off the lot within 30 days.

We make allowances sometimes for a good car but generally feel that if a car sits around longer than 30 days, there is something wrong with it. Either it is priced wrong, is not in proper condition or the color or body style does not appeal.

After 30 days we put special promotional and sales effort into mov-

ing that car. A \$25 bonus is offered the salesman. In our daily newspaper advertisement we box off this car for special emphasis. We go over our card index for likely prospects and call them by telephone.

A post card offering a \$50 deduction to the car buyer is another promotional approach we use. We generally are successful in moving the car within 45 days.

We consistently run four ads a week in the daily local newspapers, advertising under our heart-shaped

"Anacostia Quality" emblem denoting integrity. We consider newspaper advertising a *must* for good monthly turnover. We get a minimum of three calls weekly from our newspaper advertising.

Direct mail is handled by our two used-car salesmen on the lot who send out about 200 post cards a week. A hundred cards may bring about five customer visits a week, resulting in two sales.

If I were to make recommendations to used-car dealers who want a faster turnover, I would say:

Clean up cars and put them in good mechanical condition, spending no more than five per cent of the price you paid for the car. Notice worn spots like arm rests and upholstery in the driver's seat, and do something about these places.

And let the customer know exactly what he's getting for his money. For you gain nothing but lost sales on misrepresented units.

Packard Begins Delivery Of Marine Diesels

FIRST deliveries of a new-type marine diesel engine, said to be the lightest weight diesel of its type, have been made to the United States Navy by Packard Motor Car Co., which designed and built the engine.

The engines are supplied in models with six, eight, 12 and 16 cylinders and having horsepower ratings from 300 to 800. Both magnetic and non-magnetic types are made.

They are said to weigh five to six pounds per horsepower, compared with 15 to 20 pounds per horsepower in conventional diesels. Increased interchangeability has been accomplished through use of a large number of identical parts on different engines.

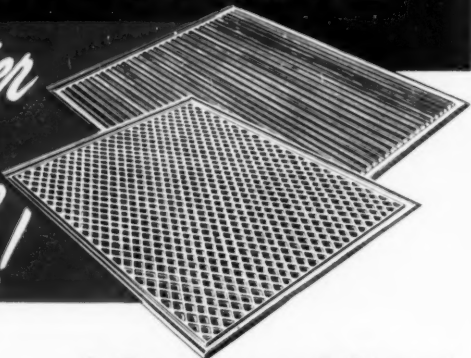
Chrysler Plants Improve Their Safety Record

CHRYSLER Corp. manufacturing plants were 22 per cent safer during the first six months of this year than for the year 1951, Carl J. Snyder, operating manager, announced.

The Chrysler record of 3.9 lost-time accidents per million man-hours of work during the first half of this year was substantially better than the 1951 accident rate of the entire automotive industry (4.49) and for all industry (9.06), as compiled by the National Safety Council.

MONKEY GRIP AUTO AND ALL-PURPOSE RUBBER MATS

*Easier
to
Sell!*



3 Engineered Sizes! 5 Beautiful Colors!

Your customers are attracted by the colorful new Display Merchandiser... they SEE the five beautiful colors, the modern, practical designs and the superior Monkey Grip quality! They FEEL the live, all new rubber; the patented "stay-put" back, the deep grooves and wells, the no-drain-off border and the sharp wiping edges. They BUY because these mats have the features that make sales... that make Feather Flex mats your BEST BUY!



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SAME OWNERSHIP AND MANAGEMENT AS BETTER MONKEY GRIP COMPANY





**Southland Service Means
More Sales...Bigger Profits!**

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delivery
is geared
to YOUR needs**

Southland Service offers you a bigger turnover of fresh batteries because you buy only what you'll need until the next regular delivery. Switch to Southland...sell quality batteries at competitive prices and take advantage of the most dependable battery delivery service in the industry!



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DALLAS, TEXAS

Southland
*Custom-built
for the South*
BATTERIES

36 CONVENIENTLY LOCATED WAREHOUSES IN
THE SOUTHWEST AND MID-SOUTH

Keep Up To Date . Send In The Card For . . .

- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

104 FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misleading facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Upton St., Toledo 1, Ohio.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN. Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

107 HOW PYROL PROTECTS—a pamphlet describing in detail the way in which Pyrol protects the moving parts of engines. Pyrol Co., La Crosse, Wis.

110 THE PERFECT CROWN — Earle Estes Mfg. Co. is offering a 4 page booklet in color illustrating and describing how the CROWN original valve pad SILENCES clicking noise and LUBRICATES rocker arms in all valve in head engines. Earle Estes Mfg. Co., Union City, Ga.

111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-608, Alemite Div., Stewart Warner Corp., 1826 Diverser Parkway, Chicago 14, Illinois.

112 CONTOUR SPACER RING—Descriptive literature and specifications on the new Accurate contour spacer ring, castor shims and the no-slip wheel weights. Accurate Weight Mfg. Co., P. O. Box 1063, Amesbury, Ga.

113 FEATHERTOUCH—colorful catalog sheets showing, with complete specifications, the "Feathertouch" valve-seat grinders, "Intehblok" valve grinder, Universal Press and many other Winona products. Winona Tool Mfg. Co., Winona, Minn.

114 AUTOMOTIVE MAINTENANCE TOOLS—New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair "truffles"—such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 889 Cedar St., Owatonna, Minn.

117 SCHWAIER'S NEW CLAMP LOCK NUT will hold like welded on old worn-out threads. It has been tested to stand 50 tons pressure. Can be removed without injury to threads and used over and over. You can get exact adjustment to bearing since no key is needed. Tapered thread locks the nut. Schwaiyer Mfg. Co., P. O. Box 154, Cullman, Ala.

118 IDLER ARM ADJUSTER—Descriptive literature about the D & V idler arm adjuster for center point steering assembly on 1949-52 Chevrolet. Eliminates front-end noise, excessive wear on steering assembly, road shock and car weave caused by worn idler arm. D & V Mfg. Co., 1953 Bessemer Road, Birmingham, Ala.

119 RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 SAMPLE FABRIC BOOK—of the Horco plastic coated fabrics for custom seat covers. Waterproof, stainproof and flame resistant, they are available in wide variety of colors. Hodgeman Rubber Co., Framington, Mass.

121 "ARCWELL" restored crankshafts are guaranteed: against defective workmanship, to be within mfrs. standard specifications, properly aligned and balanced, to never flake, loosen or part from parent metal. Write for 8 page folder giving complete details. Standard Crankshaft & Hydraulic Co., Inc., 2917 Rossella Ferry Rd., Charlotte, N. C.

122 INSTRUCTION BOOK and technical data on automotive wheel alignment frame straightening, wheel straightening, and wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Rear Manufacturing Company, Rock Island, Ill.

123 PERMATAX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124 McCORD RADIATOR-CORE CATALOG—Replacement radiator cores for regular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., Ripelle at E. Grand Blvd., Detroit 11, Michigan.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8 1/2 x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures.) Contains illustrations showing various steps of adjustment. Will help automotive electrician understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

126 REFINISHING SPECIFICATIONS—The Andrew Brown Co. has made available their 30 page booklet on refinishing, contains 4 sections. (1) Trouble Shooting—showing cause, remedy and prevention of many troubles, in chart form. (2) Table of Quantities. (3) Methods and Products. (4) Mixing and Matching. It is an excellent, well planned book with much helpful information. Andrew Brown Co., Los Angeles, California.

127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

130 SUCCESS stories and complete fully guaranteed Holt Piston Seal. Increases YOUR PROFITS and gives great satisfaction to customers who can't afford a ring job. The Treglown Co., Inc., Fanwood, N. J.

131 BURD HANDY HANDBOOK FOR MECHANICS—Information on piston ring installation; also "No Job for a Dub" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

132 AUTOMOTIVE SERVICE GUIDE—a practical and factual presentation of the use of Impactools in automotive servicing. Contains time study reports showing how dealers and shops can increase profits for both themselves and their mechanics. Auto service guide for Chevrolet and Ford now available. Ingersoll Rand Co., Phillipsburg, New Jersey.

134 STREAMLINER CATALOG on Moog Coil action front end parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

135 HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS—Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Mo.

136 McCORD MUFFLER CATALOG—featuring a complete listing of muffler, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 Ripelle at E. Grand Blvd., Detroit 11, Mich.

138 SPARK PLUG SPECIFICATION CHART—Covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Merchandising Division, Electric Auto Lite Co., Toledo, Ohio.

139 WHAT-WHY-HOW OF TURBO-CHARGER CARBURETION—Review of scientific principles: specifications and installation instructions. Turbo Charger Sales Co., Tyler, Texas.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., Connersville, Ind.

141 NEW PISTON RING CATALOG and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6151 Easton Ave., St. Louis 14, Mo.

142 IGNITION—Catalog on Automotive Ignition parts, wire and cable backed by customer satisfaction since 1921. Guaranteed by Andrews Mfg. Co., 924 S. Theresa Ave., St. Louis 8, Mo.

143 NATIONAL MACHINE LINE—New, fully illustrated pamphlet describing function and construction of National Drive Shaft Bushing and Seal Assemblies, Universal Joint Ball Housing Kit, Transmission Case Ball Seat and Coleman Steering Compensator for Chev. Cars and Pickups and most GMC Pickups. Special Pinion Bearing Assembly for most Chev., Buick, Olds and Pontiac Models. National Machine Works, Inc., Oklahoma City 9, Oklahoma.

160 NEW BLACKHAWK PORTO-POWER CATALOG NO. P-50, AND PRICE SCHEDULE—Includes "catalog of uses," covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 613, Milwaukee 1, Wis.

161 WHIZ CATALOG NO. 48-C—Describes the complete line of Whiz Automotive Chemicals designed to make cars run better and look better. R. M. Hollingshead Corp., 840 Cooper St., Camden, New Jersey; Toronto, Canada.

162 WILLARD STORAGE BATTERY CATALOG—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 18th St., Cleveland 1, Ohio.

164 AIRTEX FUEL PUMPS AND ANTIFULSATION GASOLINE FILTERS—New and Rebuilt Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX64. Airtex Automotive Division, Inc., Fairfield, Ill.

172 WILLARD DRY BATTERIES—"A" and "B" Power Packs, "B" and "C" Power Packs, "A" Batteries, "B" Batteries, "C" Batteries, General Purpose Battery, Portable Lantern Batteries, Radio Storage Batteries, Interchange Data. Willard Storage Battery Company, Cleveland 1, Ohio.

175 HOW TO MAKE MORE MONEY REBUILDING CARBURETORS—Description, for the first time, how an average mechanic can rebuild a carburetor expert in one week, with the revolutionary "Hygrade Fingerprint System of Carburetor Rebuilding." Tells how he can earn an extra \$2.16 per carburetor and shop 24% off work time. Hygrade Products Division, Standard Motor Products, Inc., Long Island City 1, N. Y.

180 THE LAMSON NO. 16-A AUTOMOTIVE CATALOG—A complete reference book on the most popular sizes of cap screws, nuts, lock washers, cotter pins, slave bolts, lock washers, flat washers, expansion plugs, studs, starter bolts, and washers, ring gear, rivets, tractor linings, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 84th St., Cleveland 3, Ohio.

185 SERVICE MANUAL FOR THE DOCTOR OF MOTORS—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of extensive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring types, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

186 BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 261, Toledo, Ohio.

193 WIRE & CABLE CATALOG—A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

197 SPARK PLUGS—Condensed four page specification folder for passenger cars, including 1951 models. "Plug Check" indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., Long Island City 1, N. Y.

218 CLAYTON DYNAMOMETER gives you an inside road test, always controlled, for diagnosing, adjusting and tuning any car under all driving conditions. Easy and simple to install and operate. Can cut costs and increase parts-labor sales 20% to 70%. Write for catalog and profit story. Clayton Mfg. Company, Box 550, El Monte, Calif.

222 "WHAT PRICE QUALITY"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., Long Island City 1, N. Y.

249 CATALOG NO. 47-A AND SUPPLEMENT describes car application data on generator and starter armatures and field coils. Contains valuable interchangeability data on all passenger cars through 1950 listing generator and starter armature applications for the popular trucks. Arrow Armature Co., 15 Fordham Road, Boston 24, Mass.

250 CATALOG NO. 50-G describes our complete line of generator and starter motors. Complete car application data is included in this booklet for all passenger cars and popular trucks through 1950. Arrow Armature Co., 15 Fordham Road, Boston 24, Mass.

257 RUBBER PRODUCTS—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, metal pads, motor mounts, and rubber bunnings. Anchor Rubber Products, Inc., 1785 London Road, Cleveland 13, Ohio.

262 OIL FILTER MERCHANDISER—These Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools. . . . The Cable Merchandiser and Wix Director. Wix Accessories Corp., Gastonia, N. C.

263 HAND TOOL CATALOG NO. 57M—80 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New British Machine Company, New Britain, Conn.

267 AUTOMOTIVE BEARINGS—Catalog 50-CB—a 68 page listing of connecting rods, main shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., New Castle, Pa.

270 COOLING SYSTEMS. WHAT YOU SHOULD KNOW ABOUT THEM—16 pages, concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, helps build a better cooling system service. Warner-Patterson Co., 920 S. Michigan Ave., Chicago 5, Ill.

277 ELECTRICAL SWITCHES—The 1952 Cole-Horse line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole-Horse Company, 50 Old Colony Avenue, Boston 27, Mass.

280 THE ABC'S OF SELLING SHOCK ABSORBERS—A 30 page, pocket-size "three teach" guide to shock absorber sales. Brief, humorously illustrated and down-to-earth, it gives full facts on shock inspection, coil-over techniques and important data on Briggs Shock with patented piston and new O-Ring Seal. The Briggs Shock Absorber Company, Division of The General Company, Cleveland 3, Ohio.

283 FACTS ABOUT IGNITION COILS—Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine skips at low speeds and many other tips on ignition service. Eshlin Mfg. Co., 242 East St., New Haven 5, Conn.

300 THE RICHLITE MFG. CO. has available for distribution a colorful and fully illustrated 33 page catalog of exhaust deflectors, rear view mirrors, inside door handles, clothes hangers, ash door guards and many other quality automotive accessories and parts. Richlite Mfg. Co., 2325 Indiana Avenue, Chicago 16, Illinois.

304 ILLUSTRATED FOUR-PAGE COLOR FOLDER—showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2255 Burbank St., Dallas 9, Texas.

314 WAGNER BRAKE PARTS CATALOG—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as ColMax bonded lining segments available to those interested in bonding linings in their own shops. Wagner Electric Corporation, 6263 Plymouth Avenue, St. Louis 14, Missouri.

317 GRIZZLY BRAKE BONDING CATALOG—Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bender; clamping device and gas and electric ovens for bonding. Complete listing of Sufbond segments and applications. Grizzly Mfg. Co., Fanning, Ohio.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2255 Burbank St., Dallas 9, Texas.

321 COMPLETE CATALOG DATA BOOK ON SPRAY PAINTING—Hinks Catalog 101 is packed with 24 pages of spray painting equipment . . . everything required for automotive refinishing . . . spray guns, spray booths, air compressors, complete cutlery, extractors, respirators, hose and accessories. Also car washing guns, dusting and cleaning guns. Hinks Mfg. Co., 2136 Garret Ave., Chicago 12, Ill.

322 NEW 23 PAGE CATALOG of lighting and reflecting equipment is now available upon request. Do-Ray Lamp Co., 1468 S. Michigan Avenue, Chicago 5, Ill.

323 BRAKE LINING—A new 18 page condensed catalog together with comprehensive dealer wall chart listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Brake Corp., P. O. Box 346, New Castle, Ind.

327 SIGNAL-STAT CATALOG AND INSTALLATION INSTRUCTIONS—describes and illustrates the Signal-Stat and Flare Stat and complete line of Signal-Stat Directional Signal and Safety Equipment for passenger cars, trucks, and buses. Signal-Stat Corp., 525-529 Kent Ave., Brooklyn, N.Y.

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FIRST CLASS PERMIT NO. 622, SEC. 515, P. O. BOX 1, ATLANTA, GA.

SOUTHERN AUTOMOTIVE JOURNAL

806 Peachtree St., N. E.

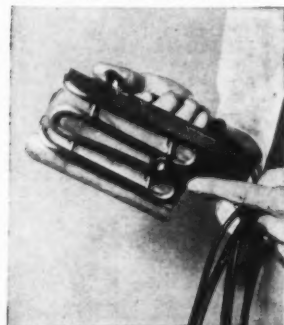
Atlanta 5, Ga.

New PRODUCTS AND CATALOGS

600—Paint Remover

An electric paint remover that uses radiant heat to soften and blister paint for easy removal has been announced by Industrial Heating Department, General Electric Co., Schenectady 5, N. Y.

The remover consists of two skids under which is mounted a Calrod tub-



ular heater rated at 1,000 watts, 115 volts. The skids keep the heat at a safe and constant distance from the painted surface, while two metal reflectors keep plastic handle cool at all times. Old paint can be removed continuously as fast as the operator can scrape it off, according to a company announcement.

Want more information? Use coupon on page 134 and you'll get it!

601—Throttle Control

A locking push-pull control, said to maintain an absolute setting or position, is now being marketed by Superior Screw & Manufacturing Co., 1920 N. Leamington, Chicago, Ill.

After pulling the control out to the



desired position, a quarter turn of the chrome knob is said to lock control securely at desired throttle setting.

Want more information? Use coupon on page 134 and you'll get it!

602—Small Wrecker

A wrecker for mounting on pick-up trucks, featuring an extension boom that telescopes into main boom and leaves most of space in body for

carrying load when truck is used for delivery purposes, has been announced by Champion Equipment Co., 1734

Grand Ave., Kansas City, Mo.

The unit will handle passenger cars and light trucks, according to the manufacturer. It includes a 6,000-lb. power winch, 100' of $\frac{3}{8}$ " cable, a snatch block, lifting bar with fastener chains and a hold-back device to keep towed car from bumping into wrecker.

Want more information? Use coupon on page 134 and you'll get it!



MONMOUTH



first with the finest



What about this CLEVITE* 77 BEARING?

RACING drivers, truck fleet operators and automotive engineers are asking about Clevite 77 bearings. What are they? Where should they be used? Why do they last so long? Here are the direct answers to those questions.

Q. What are Clevite 77 Bearings?

A. Clevite 77's are tri-metal bearings of the latest design. They have a steel back, an intermediate layer of copper-lead alloy and a precision plating of white metal alloy.

Q. Where should Clevite 77 Bearings be used?

A. They should be used only where engine manufacturers' specifications call for Clevite 77, that is, in those specific applications where engine characteristics, load and operating conditions require bearings with great fatigue resistance.

Q. Why do Clevite 77 Bearings give such unusual service life?

A. Because of exclusive design, construction and precision manufacture. There is nothing like them in the lined bearing field.

Q. What about mileage performance of Clevite 77 Bearings?

A. Performance records of these bearings in engines of trucks, buses, racing cars and heavy construction equipment indicate they are the longest lasting bearings ever produced for service that requires extreme fatigue resistance.

Clevite 77 Main and Connecting Rod Bearings for replacement use are supplied under our own Monmouth Brand.



Monmouth Bearings
are a Cleveland Graphite Bronze Co. product



*The words Monmouth, Clevite and Micro are registered trade marks of The Cleveland Graphite Bronze Co.

THE CLEVELAND
GRAPHITE BRONZE CO.
Cleveland, Ohio

COB FIRSTS: The development of continuous strip casting, 1929—thinwall babbit lined steel-backed bushings, 1931—continuous casting of copper lead on steel strip, 1934—tri-metal bearings, 1936—Micro® Bearings, 1939—Clevite 77, 1944—and others which have helped to revolutionize the lined bearing industry.

603—Brake Blocks

Tapered brake blocks with an anti-warpage slot that is said to prevent tendency toward warping and pulling away from the shoe at the ends have



been announced by Gatke Corp., 228 N. LaSalle St., Chicago 1, Ill.

The slots "hamstring" the pull, the manufacturer said, and also double the number of wiping edges and help keep surfaces clean. The slots are now a standard feature on the firm's tapered brake blocks.

Want more information? Use coupon on page 134 and you'll get it!

604—Battery Charger

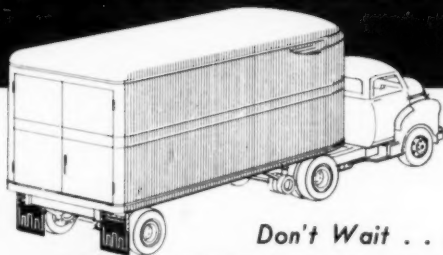
A portable battery charger that can be used on either 6-volt or 12-volt batteries by turning a switch has been added to the line of Marquette Manufacturing Co., 307 E. Hennepin Ave., Minneapolis 14, Minn.



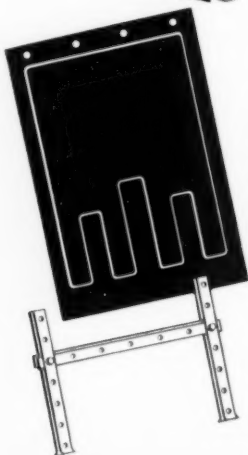
Features include an automatic circuit breaker, electric time switch, battery-condition indicator and charging-rate meter, charging rate control switch, sealed-in-oil motor for fan and selenium rectifier. It charges 6-volt batteries at 10 to 80 amperes and 12-volt batteries at 10 to 60 amperes.

Want more information? Use coupon on page 134 and you'll get it!

New State Laws Require TRUCK & TRAILER REAR WHEEL SPLASH GUARDS



Don't Wait . . . Install
TUFTEX SPLASH GUARDS
Available in 7 Popular Sizes



Built to withstand the abrasive action of mud, gravel, sand and snow. TUFTEX Splash Guards are made of heavy-gauge molded rubber—designed to stand up under the stress and strain of all road conditions. A brass-plated steel bar is imbedded into the top mounting edge for maximum strength at the point of greatest strain. Available in seven sizes: 20" x 20", 20" x 24", 24" x 20", 24" x 24", 24" x 30", 24" x 36" and 24" x 40". Packed two per box.

The Adjustable Universal **MOUNTING BRACKET**

Made of heavy-gauge, rust-resisting steel. Saves time and money. Eliminate expensive make-shift installations. Splash guard is held securely on three sides. Suspension bars are easily bent, twisted or spread apart to fit the contour of any truck or trailer body. Pre-Drilled.



ANCHOR RUBBER PRODUCTS, INC.
1725 LONDON ROAD • CLEVELAND 12, OHIO

605—Engine Heater

An electric pre-heater for diesel and gasoline engines, said to give instant, easy starting in the coldest weather, has been introduced by Kim Hotstart Manufacturing Co., W. 917 Broadway, Spokane 11, Wash.

The unit is plugged into 115-120 volt outlet. A one-way valve prevents interference with circulation of coolant when engine is running. Models are available for passenger cars and for trucks of different sizes.

Want more information? Use coupon on page 134 and you'll get it!

606—Spark-Plug Tool

A multi-purpose tool for spark-plug servicing, said to be four tools in one, has been announced by Champion Spark Plug Co., 900 Upton Ave., Toledo 1, Ohio.

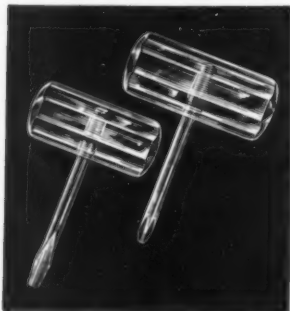
It contains stainless-steel wire gap gauges from .015" to .040", two gap-adjusting slots for electrode bending, a double-cut file for refacing sparking areas and four gasket "reject" slots for determining the utility of used spark-plug gaskets. Measuring about 3 1/4" by 1 1/4", WG-300 gap tool, as it is called, has a molded plastic body to protect the various components from damage.

Want more information? Use coupon on page 134 and you'll get it!



607—Screwdrivers

A line of Multigrip screwdrivers, featuring a "Fist-Fit" handle that is said to make it easy to loosen tight or frozen screws, has been announced



by Herbrand Division, The Bingham-Herbrand Corp., Fremont, Ohio.

Blades are 2½" long for use in close quarters. The screwdrivers are available in two sizes for Phillips screws and two sizes for slot screws.

Want more information? Use coupon on page 134 and you'll get it!

608—Tractor Battery

A tractor battery with "Sta-Ful" features is now available from The Electric Auto-Lite Co., Toledo 1, Ohio.

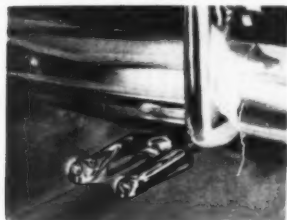
Designed to fit the carrier of a tractor and to withstand rugged service, the battery is assembled with fiber-glass mats and is encased in a hard rubber container. The battery needs water only one-third as often as a regular battery, the manufacturer said.

Want more information? Use coupon on page 134 and you'll get it!

609—Exhaust Extension

A "Caddy" exhaust extension that features two electrically-illuminated jewels has been announced by The Wilson Co., 959 Commonwealth Ave., Boston 15, Mass.

Twin electric bulbs make the reflectors shine brightly. Bulbs are

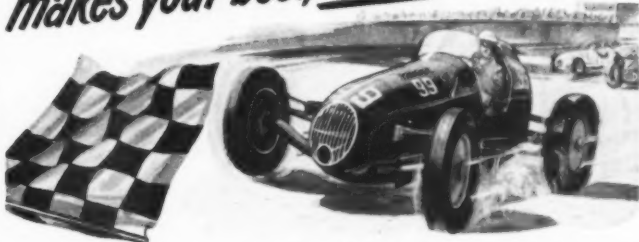


easily replaceable and asbestos wire is said to withstand heat of the exhaust. The unit reportedly fits all current models and may be connected to either the taillight or brake-light wires.

Want more information? Use coupon on page 134 and you'll get it!

(More New Products on page 140)

"Competition makes your best, better!"



... says Murrell Belanger

A true story—reading time: 1 minute.

"Racing," says M.B., "teaches you the value of competition. It takes more than a well-tuned car to win. It takes men with heart, brains and drive."

At 16 Murrell Belanger got his first job as a car washer. Slack periods found him helping the mechanic, soaking up engine lore, dreaming of better cars that one day would bring him world fame.



Graduating from the wash rack, he became one of the best mechanics in town, eventually shop superintendent for a large car dealer. After hours, he put together the first of his race cars.

In 1932, impressed by its many outstanding engineering features, Murrell decided Chrysler was the best car made. The firmness of his belief was evidenced in fourteen trips to

Detroit selling himself as a dealer to factory officials.

The dealership brought new appreciation of the value of competition... and men. "It was tough going in the depression years. I can't thank the Chrysler field man enough for his faith and encouragement. When my best just wasn't good enough, he'd get me to do better."

It's natural that back in his mind M. B. carried a burning ambition: to win the Indianapolis 500. In 1951 the Belanger blue-and-gold colors set a new all-time record. He had the car... and the men. Lee Wallard was at the wheel. And to prove the combination was no fluke, '99 with Tony Bettenhausen driving won the 1951 A.A.A. Championship.

"I welcome competition," says Murrell. "It keeps me doing better than my best to earn the checkered flag at the finish line."

A booklet of true stories about enterprising men like Murrell Belanger is yours for the asking. Write Chrysler Corporation, Highland Park 3, Mich.



Dealers in Chrysler Corporation products are selected for their integrity, their merchandising skill... and their capacity to serve the ever-growing customer preference for the cars and trucks that exclusively offer the superior values of Chrysler Engineering Leadership.

Chrysler Corporation

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS

Fine Cars of Great Value

Sensational \$12.95 WEN

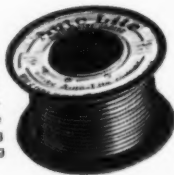
AUTO-LITE is a complete wire and cable line with 3 proven sales leaders

Auto-Lite "STEELDUCTOR" Spark Plug Wire
Auto-Lite "Steelductor," a silver-sheathed high tension ignition cable, employs a seven-strand conductor of Stainless Steel, instead of the conventional strands of copper wire. Gives remarkable improvements in performance when employed in today's shielded ignition circuits.



Auto-Lite "FLEXTRAND" Primary Wire

Highly resistant to attacks of heat and oil. Auto-Lite silver-sheathed "Flex-trand" Primary Wire permits easier stripping and soldering, gives long life, is easy to install.



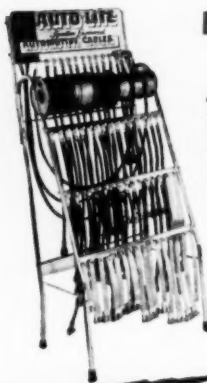
Auto-Lite "POWER LINE" Battery Cable

Auto-Lite Battery Cable, complete with the new Power Line Terminal that resists corrosion — assures excellent contact — customer satisfaction.



Backed by the greatest support in the industry!

Auto-Lite Wire and Cable is America's only consumer-advertised line! The Auto-Lite name is featured in national magazines, farm papers . . . Auto-Lite messages blanket car owners from coast to coast over network radio and TV. Auto-Lite Wire and Cable is original factory equipment on millions of America's finest cars, trucks and tractors! Colorful display material is available for your counter sales action, switch to Auto-Lite Wire and Cable today!



Auto-Lite Wire & Cable Display

Sales-boosting display is available from jobber at special price with wire and cable purchase. Find out about free Auto-Lite signs and other point-of-sale material.



Auto-Lite Automotive Cables

New Auto-Lite Battery Cable Wall Rack, 16 hooks, comes without extra cost on purchase of only \$14.95 worth of Auto-Lite Battery Cable.

AUTO-LITE wire and cable

Soldering Gun only \$4.95

... WITH EVERY \$29.95 ORDER
OF AUTO-LITE WIRE AND CABLE

FEATURES

- Heats in 3 to 5 seconds
- Cools quickly
- Reaches "inaccessible" spots
- Tiny bulb automatically spotlights work
- Tips easily replaced
- Economical—heats only when trigger is pressed
- Has rugged tip for probing
- Balanced for maximum comfort and accuracy



DEALERS—
Here's all you do...

**Pick Any Assortment You Want
of Auto-Lite Wire & Cable Totaling**

\$29.95

This nationally famous Wen soldering gun, carrying a list price of \$12.95, is yours for only \$4.95 with each \$29.95 order of Auto-Lite Wire and Cable. Check your stock today . . . contact your Auto-Lite Wire and Cable jobber . . . put in your order and the Wen Gun is yours at this low, low price. Special bonus of one extra soldering tip without charge if you act at once . . . so order now.



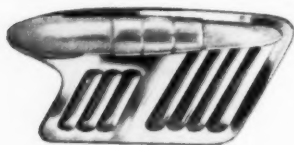
See Your Jobber Today or Write: Merchandising Division
THE ELECTRIC AUTO-LITE COMPANY, TOLEDO 1, OHIO

More New Products

(Continued from page 137)

610—Door-Handle Guards

A line of door-handle guard plates, of mirror-finish stainless steel to blend



with body trim, has been introduced by Groboski Industries, 6055 S. Ashland Ave., Chicago 36, Ill.

Models are available to fit 1950-52 Ford, Mercury and Lincoln; 1949-52 Plymouth, Dodge, DeSoto and Chrysler, and General Motors cars with push-button handle.

Want more information? Use coupon on page 134 and you'll get it!

611—Safety Sign

A safety sign to warn approaching traffic of a stalled truck or bus has been placed on the market by Day-Nite Reflective Sign Co., 275 Boulevard, N. E., Atlanta, Ga.

The reflective face of the sign is



made of Scotchlite reflective sheeting for good visibility and long service. The carrying case opens into an easel to support sign. It is said to withstand winds up to 40 miles an hour.

Want more information? Use coupon on page 134 and you'll get it!

BENDER Magnetic Camber & Caster Gauge No. 400



THE ORIGINAL MAGNETIC Level-Reading Gauge

Though imitated by other gauges now on the market, the original J. H. Bender magnetic Camber & Caster Gauge has never been equalled since its introduction to the automotive field in 1947.

Accurate, fast, and easy to use, it attaches to end of machined surface by powerful permanent magnet. Nothing to get out of order—you get positive accuracy. Each gauge is individually calibrated and tested. Can be used on any make rack.

Save time and make more profit on every wheel alignment job with a Bender magnetic Camber & Caster Gauge. Price only \$62.50
15-Day Trial. Ask your Jobber for a Demonstration or write to us direct for information on our 15-day Trial Offer.

The Bender gauge is used in many automobile plants for checking new car alignment.



Main Plant
5430 Tweedy Blvd.
South Gate, Calif.

Southern Plant
2315 26th St. North
Birmingham, Ala.

612—Fuel Pump

A fuel pump with a capacity of 40 gallons an hour, said to practically eliminate vapor lock, has been announced by The Electric Auto-Lite Co., Toledo 1, Ohio.

Of the diaphragm type and utilizing a single-piece rocker arm, it operates from the engine cam, making it interchangeable with other makes of pumps. The simpler design is said to give longer service. All commonly-used gasoline and alcohol fuels can be pumped through it without changing the diaphragm or materially affecting its life, it was said.

Want more information? Use coupon on page 134 and you'll get it!

613—Hydraulic Jacks

A line of hydraulic axle jacks for light and medium trucks, as well as other lifting, spreading and straightening applications, is now available from St. Anthony Machine Products Co., 2424 E. Franklin Ave., Minneapolis 6, Minn.

The Stampco jacks, as they are called, are available in 1½-ton, 3-ton and 5-ton capacities. They are engineered for vertical or horizontal operation and have an enclosed pump to prevent dirt from clogging pump action. The smallest model has a low clearance height of 7" and a maximum lift of 14". The largest has a low clearance of 9" and a maximum lift of 18½".

Want more information? Use coupon on page 134 and you'll get it!

614—Frost Protector

A sheet-plastic windshield protector with sewn-on cloth edge, designed to give motorists clear vision by keeping frost and ice off the windshield, has been placed on the market by Central States Paper & Bag Co., 5221 Natural Bridge, St. Louis, Mo.

The protector can be placed over the windshield in a few seconds, the manufacturer said, and is held in place by the car doors so no other attaching is necessary. It reportedly will not become brittle nor stick to windshield.

Want more information? Use coupon on page 134 and you'll get it!

615—Ignition Merchandiser

An ignition merchandiser that provides coverage for Ford vehicles as far back as 1941 and for late-model Mercurys and Lincolns has been added to the line of Holley Carburetor Co., 5930 Vancouver Ave., Detroit 4, Mich.

The stock consists of caps, rotors, condensers, coils, diaphragms and contact sets. No. 85R-300, as it is identified, is shipped complete with ignition stock, display rack, price list, condensed catalog and dealer decal. It is especially recommended by the manufacturer for outlets specializing in ignition service.

Want more information? Use coupon on page 134 and you'll get it!

616—Chrome Ornament

A chrome ornament, called the V-52 and designed for attaching to rear deck, fender or other portion of car, has been introduced by Joma



Manufacturing Co., Inc., 901 Zerega Ave., New York 72, N. Y.

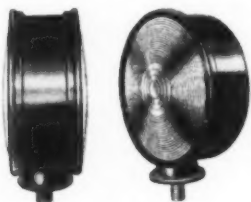
The ornament measures 12" by 6". All necessary hardware for attaching is included in package with ornament.

Want more information? Use coupon on page 134 and you'll get it!

617—Directional Signals

A line of "Pathfinder" Class A, Type 1 directional-signal lights for trucks, tractors and trailers, featuring Stimsonite-Lucite lenses that require no reflector, has been announced by Auto Lamp Manufacturing Co., 2901 S. Indiana Ave., Chicago 16, Ill.

Two fender-mounting types are available. No. 375 double-faced signals require only a single bulb and



one set of wires to give an amber forward signal and a red rear signal simultaneously. No. 355 is made with single face in amber lens for front installations and red lens for rear. No. 365 is a flush-mounting, single-faced type, with amber front or red rear lens.

Want more information? Use coupon on page 134 and you'll get it!

618—Fuel Additive

A fuel-system additive, designed to correct common troubles in the fuel system of cars, has been developed by Gulf Oil Corp., Gulf Bldg., Pittsburgh 30, Pa.

It is called Gulf SDL, standing for solvent, drier and lubricant. The solvents remove gum and prevent formation of gum, the manufacturer said, while the drier provides anti-freeze action for the fuel system and helps prevent corrosion. The compound aids in the lubrication of the upper cylinder region. The product is packaged in 12-oz. cans for easy pouring into the gas tank.

Want more information? Use coupon on page 134 and you'll get it!

pon on page 134 and you'll get it!

619—Door Lock

A safety lock for car doors, designed to prevent children from unlocking doors and falling out, has been placed on the market by Senco Research Co., 212 W. Florence Ave., Inglewood 1, Calif.

The lock can be installed without tools and without drilling. It replaces the door lock button. It can be locked without a key and unlocked with ignition key of the car. Conventional locking action is maintained when button is pushed down.

Want more information? Use coupon on page 134 and you'll get it!



Tough Jobs! They're a cinch with the CENTER-HOLE HYDRAULIC PULLER

The OTC Power-Twin Hydraulic Puller is an ideal, economical garage tool, compact, powerful—handles 95% of the press work in the average shop. The Power-Twin may be detached from press—used as portable ram—speeds up pulling and installing jobs 75%, eliminates torque—remote control provides safety. A complete range and variety of Pullers, Adapters and Attachments are available to pull or install sleeves bearings, races, gears, pinions, couplings, etc.

17½, 30 and 50 TON SIZES



Famous OTC CENTER HOLE Ram permits fast, easy adjustment to the work and interchange from push-puller to sleeve puller to bench press.



Pull or install cylinder sleeves with the OTC Power-Twin Hydraulic Puller in minutes instead of hours.

COMPACT, POWERFUL

	17½	30	50
Height	9½"	6½"	8½"
Width	9½"	7"	8½"
Thickness	2"	3"	3½"
Ram Travel	3"	2½"	3"
Center Hole	1" & 1½"	1½"	1½" & 1"
Weight	19 lbs.	23 lbs.	40 lbs.

Amazingly efficient combination of Portable Pedestal Press and 17½ ton Power-Twin Hydraulic Puller. Move it where you want it... It's portable.

See your OTC jobber or write to us... today!

OWATONNA TOOL COMPANY
306 CEDAR STREET
OWATONNA, MINNESOTA

620—Compression Tester

A pistol-grip compression tester, featuring a rubber cone that is said to fit all spark-plug holes, is now available from Harvey E. Hanson Co., Lake Blvd. and Commercial St., Paw Paw, Mich.

An adapter is available for testing Chrysler engines with recessed spark



plugs. The 200-lb. gauge has a large dial for easy, accurate readings. Finger-tip valve holds reading until released by operator. The hollow handle houses replacement cones and valves for quick change-over when necessary.

Bottom picture shows adapter.

Want more information? Use coupon on page 134 and you'll get it!

621—Fire Extinguisher

A push-button fire extinguisher for automobiles and for service shops, said to be effective against flammable-liquid and electrical fires as well as ordinary blazes, has been announced by Pyrene Manufacturing Co., 560 Belmont Ave., Newark 8, N. J.

Housed in a stainless-steel shell with a plastic head, the extinguisher fits easily into the glove compartment, the manufacturer said. It discharges a 25' stream by air pressure when button is released, shut-off is automatic. The unit may be refilled.

Want more information? Use coupon on page 134 and you'll get it!

622—Floor-Repair Manual

A 48-page manual on methods of patching or resurfacing floors of concrete, asphalt, wood and other materials has been issued by Stonhard Co., 1306 Spring Garden St., Philadelphia 23, Pa. Suggestions for solving other problems in building maintenance are also included in the illustrated booklet.

Want more information? Use coupon on page 134 and you'll get it!

623—Seat-Cover Trim

A line of seat-cover trim, said to have the gloss finish of an all-plastic and the strength of vinyl leathercloth, has been introduced by Textileather Corp., Toledo 3, Ohio.

Said to be flexible and easily tailored, the material is resistant to water, grease, alcohol, stains and acids. It is 54" wide and available in ten colors, solid black and a blue print.

Want more information? Use coupon on page 134 and you'll get it!

624—Set-Screw Assortment

An assortment of set screws and keys, containing ten each of eight popular screws and four sizes of keys to fit, is now available from R. J.



Look & Co., Inc., 339 North Gay St., Baltimore 2, Md.

The keys are for use on passenger cars, farm equipment and other applications. Refills for the display assortment are packed 25 to the box.

Want more information? Use coupon on page 134 and you'll get it!

625—Water Pumps

An assortment of eight water pumps, said to service popular passenger cars and trucks, has been announced by Chefford Master Manufacturing Co., Inc., Fairfield, Ill.

A metal display and other merchandising aids are included with the



assortment. The assortment is designed especially to help smaller garages and other service outlets get into the water-pump business, the manufacturer said.

Want more information? Use coupon on page 134 and you'll get it!

626—Reversible Ratchet

A reversible ratchet with a concentric-type mechanism of 82-tooth action, said to provide easier and faster rotation of nuts in close quarters, has been announced by J. H. Williams & Co., 400 Vulcan St., Buffalo 7, N. Y.

The tool is an addition to the 1/2 in. square-drive "Supersocket" line. Ac-



cessibility and design of the "shifter" provide instantaneous reverse action and one-hand operation, the manufacturer said. A comfortable, knurled handle gives operator a firm grip.

Want more information? Use coupon on page 134 and you'll get it!

627—Slow Chargers

A line of slow chargers for batteries, featuring automatic resetting overload circuit-breaker protection, sturdy steel cases and full-wave selenium rectifiers, has been announced by Associated Equipment Corp., 5147 Natural Bridge Ave., St. Louis 15, Mo.

Three models with 20-, 10- and 6-amp outputs are available. All are designed for continuous 24-hour service.

Want more information? Use coupon on page 134 and you'll get it!

628—Plastic Markers

Plastic discs 3" in diameter, designed to mark traffic lanes in the shop and outdoors, are now available from The Campro Sales Co., Industrial Products Division, 1360 4th St., S. W., Canton, Ohio. The discs are resistant to oil, grease, solvents and weathering. They are said to eliminate cost of repainting lane markers.

Want more information? Use coupon on page 134 and you'll get it!

629—Timing Light

An improved timing light, featuring a prefocused cartridge-type neon light with a larger lens, has been introduced by Harvey E. Hanson Co., Lake Blvd. and Commercial St., Paw Paw, Mich.

Molded case serves as a handle for directing light. All parts are readily replaceable, according to the manu-



facturer. The light makes possible more accurate ignition timing, tests action of automatic spark advance, shows up worn distributor shaft and helps locate other ignition troubles, the manufacturer stated.

Want more information? Use coupon on page 134 and you'll get it!

MARVEL keeps

NEW CARS NEW LONGER...

USED CARS IN USE LONGER...



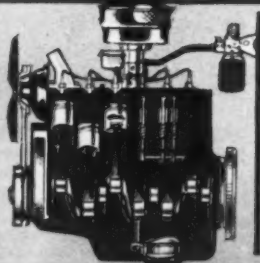
Profit-minded dealers and repair shops know the best advice they can give a customer is to suggest Marvel in the crankcase and gas tank.

Whether he has a new car or used car, it's advice a driver can hear in the hum of his motor... feel in the smooth, powerful thrust of his car.

For Marvel really registers — in the increased mileage a man gets out of his car per gallon... in the lower service charges he shells out at inspection intervals.

Moral: There are times when talk pays off in repeat business. These are the times you talk up Marvel Lubrication Service.

**FOR MORE PROFITS —
PUSH MARVEL MYSTERY OIL
AND THE MARVEL INVERSE OILER**



Marvel in the crankcase lays a strong, heat-resistant film of oil on all moving parts... eliminates hydraulic valve clatter... provides ring seal... cleans, cools and protects bearings and vital upper cylinder regions. The car runs for many more engine miles per dollar.

Install a Marvel Inverse Oiler for direct lubrication to the heart of the engine. Feeds in direct proportion to horsepower curve through inverse ratio to manifold vacuum. No other oiler works on this principle! Fully adjustable. Easy to install. Fully guaranteed.

Your jobber can supply you, or write:
EMEROL MANUFACTURING CO., INC.
Dept. 170, 242 W. 69th St., New York 23, N. Y.



JOIN US ON STAGE A.S.I. SHOW BOOTH S613; S615; S617

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1952

630—Frost Remover

A liquid spray that is said to remove normal frost coatings from windshield and windows in ten seconds and to remove thin ice in 30 seconds has been placed on the market by Las-Stik Manufacturing Co., Hamilton, Ohio.

Dee-Frost, as it is called, is packaged in a plastic squeeze flask for easy application. The colorless liquid is said to be harmless to car finish, rubber and chrome and to leave no film. Garages and service stations may buy the product in gallon containers as well as the small size.

Want more information? Use coupon on page 134 and you'll get it!

631—Tape Applicator

A lightweight applicator for applying lane-marking tape to floors and driveways, designed for one-man operation, has been announced by Minnesota Mining and Manufacturing Co., 900 Rauquier St., St. Paul 6, Minn.

The tandem-wheeled applicator, consisting of a guide wheel and a pressure wheel, applies "Scotch" tape in a single step. The tape, up to 4" in width, is fed off a roll-holding attachment when the operator pushes the unit along with the aid of a waist-high handle. The applicator may be used for applying tape to both concrete and wood floors.

Want more information? Use coupon on page 134 and you'll get it!

632—Fuel-Pump Tester

An engine-vacuum and fuel-pump tester, having a double-ended, color-coded pointer for simplified readings, is now being produced by Harvey E. Hanson Co., Lake Blvd. and Commercial St., Paw Paw, Mich.

The unit indicates sticky valves, carburetor adjustment, timing, leaky



intake manifold, pressure and suction of fuel pump and other vacuum-operated devices on automobiles, the manufacturer said. The easy-to-read dial can be used to show customer what repairs are needed.

Want more information? Use coupon on page 134 and you'll get it!

633—Cylinder Lubricant

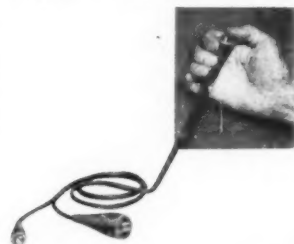
A gasoline additive to give extra lubrication to upper cylinder parts, called Caslube, has been placed on the market by Hastings Manufacturing Co., Hastings, Mich.

The product is designed as a companion to Casite oil additive. The manufacturer recommends addition of one can to each ten gallons of gasoline for regular application, with special applications for new or rebuilt engines and for top oils.

Want more information? Use coupon on page 134 and you'll get it!

634—Starter Switch

A remote-control starter switch that permits mechanic to crank the engine from any position when making compression, fuel-pump, generator.



starter or electrical tests has been added to the line of Harvey E. Hanson Co., Lake Blvd. and Commercial St., Paw Paw, Mich.

Want more information? Use coupon on page 134 and you'll get it!

SIGN UP for NEW PROFITS

... hundreds of extra dollars every month!

Here's the way Arrow Dealers do it . . . in their own words. "We use Arrow Sales Helps to promote Generator and Starter sales *all the time*, so car owners come to us with that kind of trouble. Even if it's somewhere else . . . ignition, battery or regulator . . . we cash in on those jobs, too. In fact, we're headquarters now for all kinds of electrical jobs we never used to get. Result is *extra jobs every day* and *hundreds of extra dollars profit every month*."

HERE'S WHAT YOU GET

Stock No. 9 . . . nine Arrow "One-O-Two" Generators covering 85% of all generator replacements. They are "Most Recommended" because Arrow's factory "road-test-102", tougher than actual use, proves performance life even before you put the generator on the car. That's your protection against comebacks for service or replacement.

FREE with your purchase of Stock No. 9 you get these Arrow Sales Helps:

1. Permanent 3-color metal sign, "Authorized Electrical Service"
2. Shop Guides to efficient electrical service
3. Big 3' x 5' 3-color Banner
4. Envelope Enclosures
5. Mailing Pieces

HOW CAN YOU QUALIFY? It costs nothing to find out. Just fill in the coupon below and mail it today. We'll send you complete information.

JOBBERS: Arrow's merchandising plan and prompt deliveries from two conveniently located factories make this a major profit line. For full information, attach the coupon to your letterhead and mail to Boston.

MAIL THIS COUPON TODAY

ARROW

ARMATURES COMPANY

Boston 34, Mass. • Spartanburg, S. C.

ARROW ARMATURES COMPANY
Dealer Service Department
15 Fordham Rd., Boston 34, Mass.

Please send me complete information on how we can get the benefits of your dealer merchandising helps and "new profits" from electrical service.

MR. _____

COMPANY _____

STREET _____

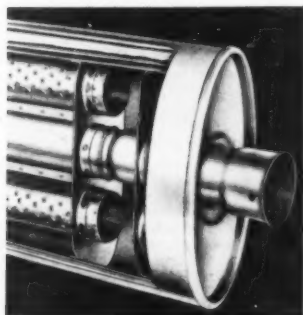
CITY _____ STATE _____

Please include name of my nearest Arrow Jobber ☐

635—Wrapped Muffler

A four-ply, asbestos-wrapped muffler, designed for current high-compression engines, has been announced by Maremont Automotive Products, Inc., 1600 South Ashland Ave., Chicago 8, Ill.

The muffler has three steel plys spun together and permanently interlocked



with the end caps. Thus the asbestos wrapping, laid between sheets of metal and forming another ply, is enclosed to give it protection. A cushion chamber is said to prevent the exhaust from resounding against end caps. Internal twin-tube construction has two twin halves welded into a single unit. The muffler is said to prevent radiation of muffler heat to the body of the car.

Want more information? Use coupon on page 134 and you'll get it!

636—Fabric Conditioner

A compound that can be sprayed on headliners, door panels, upholstery, carpet, leatherette and convertible tops to renew the finish has been placed on the market by Miller Manufacturing Co. of Camden, 1100 N. 32nd St., Camden 5, N. J.

The compound comes ready for use in 13 colors and black. It is said to cover spots and protect fabric as well as to improve appearance. Overspray may be wiped off glass, molding and hardware, the manufacturer said.

Want more information? Use coupon on page 134 and you'll get it!

637—Universal Joints

A line of universal joints, made of alloy steels and heat-treated for extra toughness, has been announced by Perfection Gear Co., 152nd St. & Vincennes Ave., Harvey, Ill.

Close-tolerance construction is said to give a high degree of accuracy, contributing to trouble-free performance and long life.

Want more information? Use coupon on page 134 and you'll get it!

638—Glare Shield

The Nite Rider glare shield, designed to prevent glare from oncoming headlights at night without interfering with driver's view of the road, has been announced by Bur-Mon-Hath Products, Jackson, Mich.

The shield clamps to bottom edge of sun visor and can be folded up for daytime driving and adjusted to the best position for individual drivers at night. The unit mounts slightly to the left of the driver's line of vision, where it is said to give protection from headlights at 150 to 200 yds. without obscuring the road ahead. The shield is made of amber plastic.

Want more information? Use coupon on page 134 and you'll get it!

639—Motor Flush

An engine-flushing compound, said to postpone engine overhauls and ring jobs from 15,000 miles to 40,000 miles in many cases, has been announced by

Gulf Oil Corp., Gulf Bldg., Pittsburgh 30, Pa.

In application, oil is removed from the car, the crankcase filled with the compound and the motor run at a fast idle for an hour to 1½ hours. On removal, the flush carries dirt out. A rinse-out charge of crankcase cleaning oil is then used. Flushes are recommended by the manufacturer every 10,000 to 15,000 miles, unless a high-detergency oil is used to keep motor clean. In cases of extreme wear and dirt when overhaul is necessary, advance cleaning with the compound will reduce the time needed for manual cleaning.

Want more information? Use coupon on page 134 and you'll get it!



Car manufacturers
KNOW lamps - and
most of them
equip with Tung-Sol

WHAT BETTER ENDORSEMENT OF TUNG-SOL FOR REPLACEMENT USE?

You couldn't ask better proof that Tung-Sol lamps are the best for replacement use, too.

Don't forget that every car and truck that comes into your place is good for an average of \$1.50 a year in replacement lamp sales. (The total lamp replacement market is \$72 million a year. Get your share.)

Tung-Sol gives you a complete line for every car on the road — including the new line of real tough 12-16 volt lamps for trucks and buses.

Make double profit on lamps by installing them when doing other work, so you can charge for labor as well as lamps.

P.S. Over 13,000,000 cars have been factory-equipped with Tung-Sol signal flashers. Order a supply for replacement work.

Tung-Sol

AUTO LAMPS



TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

Sales Offices: Atlanta, Chicago, Culver City, Dallas, Denver, Detroit, Newark, Philadelphia

TUNG-SOL makes: All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes

640—Lubrication Catalog

A 24-page catalog, designed to show bus, truck and fleet operators how the layout of the lubrication department and the selection of lubrication equipment can improve efficiency, has been issued by The Gray Co., Inc., 1014 Sibley St., Minneapolis 13, Minn.

Want more information? Use coupon on page 134 and you'll get it!

641—Booster Cables

A line of booster cables for emergency starting of stalled cars has been introduced by Associated Equipment Corp., 5147 Natural Bridge Ave., St. Louis 15, Mo.

The cables make it possible to start a stalled vehicle by a simple connection to the battery of another vehicle, the manufacturer said. The cables are 8 ft. long. They are made of No. 4 cable in an acid-resistant rubber jacket and are equipped with two metal clamps that are lead-plated to resist corrosion.

Want more information? Use coupon on page 134 and you'll get it!

642—Spark-Plug Cleaner

A spark-plug cleaner and indicator, said to provide fast cleaning and to show relative operating efficiency of used plugs as compared with new plugs, has been introduced by AC



Spark Plug Division, 1300 N. Dort Highway, Flint 2, Mich.

Model "A," as it is identified, is said to indicate when plugs need replacement for improved engine performance. Finished in blue, orange and white, the unit measures 20" high, 18" wide and 14 1/4" deep.

Want more information? Use coupon on page 134 and you'll get it!

643—Touch-Up Gun

A lightweight and inexpensive paint touch-up gun has been added to the line of Black Mfg. Co., Harrison, N. J.

It is designed to spray light fluids, such as thin lacquers, paints and chrome protective coatings. It will operate with as little as 4 psi. The gun body is aluminum and all other parts are brass. There is only one moving part and nothing, it was said, to get out of adjustment.

It is equipped with an air regulator to regulate flow of material and has an adjustable nozzle. It's available with several different sizes of containers, making it possible to change colors rapidly.

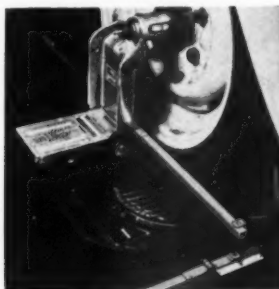
Want more information? Use coupon on page 134 and you'll get it.

644—Toe Gauge

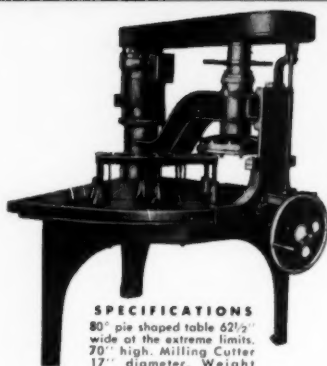
A Tru-Way toe gauge has been announced by Weaver Mfg. Co., Springfield, Ill.

It is claimed that when used with a pair of Weaver three-way alignment gauges it provides the fastest and most accurate method of measuring and correcting toe angle of all passenger cars and light trucks.

Want more information? Use coupon on page 134 and you'll get it.



TAKING THE COUNTRY BY



SPECIFICATIONS
80" pie shaped table 62 1/2" wide at the extreme limits.
70" high. Milling Cutter 17" diameter. Weight approximately 1,900 lbs.

**DON'T OVERLOOK
"HOT ROD" Profits!**

**Increase Compression Ratio
In All Automobiles**

There's no costly guesswork. The operator simply sets the micrometer dial to the desired amount of stock removal and the machine does the work accurately. With this machine there is no danger of head distortion due to heat, because no heat is generated. The new Storm-Vulcan Model 85 Head Milling Machine gives you the safest method of head stock removal. Send today for complete details about this sensational new head milling machine.

ATTENTION SERVICEMEN



Ask your jobber for Cylinder Head Resurfacing on this sensational new machine.

STORM-VULCAN

INCORPORATED

2225 BURBANK ST.

DALLAS, TEXAS

**STORM-VULCAN
MODEL 85**

HEAD MASTER

CYLINDER HEAD

MILLING MACHINE

**SET UP AND
MILLING TIME
10 MINUTES
OR LESS**

(Up to .060 stock removed)
**FOR AVERAGE
CYLINDER HEADS**

CHECK THESE FEATURES

- ✓ NO DUST — NO WORK SLOWDOWN
- ✓ POSITIVE CONTROL OF STOCK REMOVAL
- ✓ NO HEAT — NO DISTORTION
- ✓ LOW COST — HIGH PROFITS

Send me information about the New Storm-Vulcan Cylinder Head Milling Machine

Name _____

Address _____

City _____

State _____

ADVERTISED IN
LIFE

Regularly!

**THOR Advertising in LIFE
Will Reach Over 62,000,000
Different Life Readers This Year!**

THOR Battery advertisements are appearing regularly each month in Life Magazine... the greatest selling force in America today. Each issue of Life reaches 24,000,000 readers... 1/5 of the entire nation over 10 years old. In the course of 13 issues, over half the nation reads Life... 62,600,000 different people!

And remember... Life is a local selling force... reaching many thousands in your own community.

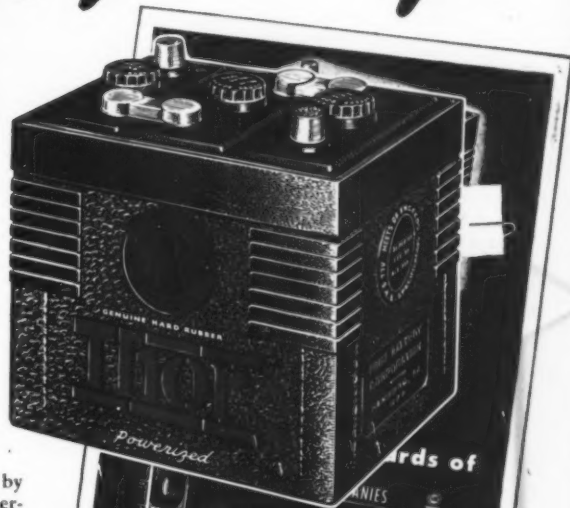
Every THOR jobber and dealer can increase his sales by tying-in with THOR advertising in Life in their own advertising and displays as well as in their personal selling.

THOR's extra power, life and dependability... plus THOR's liberal margin of profit... backed by THOR's national advertising... all add up to make the THOR line a real sales and profit builder. And the THOR line is complete, making it possible for you to meet all competition.

Use the coupon below to obtain full information.

PRIVATE BRAND BATTERIES IF DESIRED

*REG. U.S. PAT. OFF.



MILLIONS
of these Batteries

LEAD
Markets

During 34 years, built millions of batteries meet the exacting standards of many of the most important, the manufacturers, and accessory chains and specialty dealers. If your organization is interested in top-quality private-brand batteries, we suggest that you phone, wire or write:

PRICE BATTERY CORPORATION
HAMBURG, PA., Atlanta, Ga.

THOR
THIS SAME FINE BATTERY
has been sold under the FAMOUS NAMES of Leading Marketers for over a QUARTER CENTURY

Many of the best-known marketers of automotive products have sold this battery under their own names for many years. Now it is available to you through automotive dealers everywhere East of the Mississippi River. For extra power, life and dependability, ask for Thor!

BUILT FOR YOU
by a Manufacturer who has built MILLIONS of Batteries for many of the Largest Marketers of Automotive Products

Thor is built to the same exacting standards as the millions of batteries we have made for leading marketers in the past 34 years. For extra dependability, get a Thor!

THOR
PRICE BATTERY CORPORATION
HAMBURG, PA. Atlanta, Ga.

These the standard product has an

THOR
This Battery is known by MILLIONS of motorists under many of the famous names of the largest automotive markets in America. For the most dependable power, long life and dependability, make your next battery a THOR!

PRICE BATTERY CORPORATION
HAMBURG, PA. — Atlanta, Ga.

THOR
BATTERY CORPORATION
HAMBURG, PA., Atlanta, Ga.

Price Battery Corporation
Hamburg, Pa.

Please send me complete details on Thor line.

Individual's Name: _____ Title: _____

Company Name: _____

Street Address: _____

City: _____ P.O. Zone: _____ State: _____

PRICE BATTERY CORPORATION
HAMBURG, PA. — Atlanta Ga.

645—Ignition Contacts

Ignition contacts with a non-slip, grooved bushing to prevent contact arm from slipping on the bushing and grounding have been announced by Echlin Manufacturing, 242 East St., New Haven, Conn.

Points are of mirror-finish tungsten. Copper conductor strip is said to provide unhampered current flow, while free-floating spring aligns itself without distortion.

Want more information? Use coupon on page 134 and you'll get it.

646—Wash-Spray Booth

A combination booth for spraying,

washing and back-flushing radiators is now being marketed by Inland Manufacturing Co., 1108 Jackson St., Omaha 8, Neb.

When doing high-pressure internal or external washing, the operator does not get himself or the surrounding area wet, it was said. When used for spraying, the booth protects against fumes and over-spray.

Want more information? Use coupon on page 134 and you'll get it.

648—Filter Element

An improved element for oil filters, featuring a cellulose filtering medium housed in a metal Multi-Screen container, has been introduced by Cham-



pion Laboratories, Inc., Meriden, Conn.

The number and size of the perforations are said to prevent premature clogging. The cellulose filter is a mixture of cotton, ground redwood bark and poplar fibers. The combination is said to have the strength to prevent matting or collapse under pressure, to absorb maximum moisture and to remove microscopic carbon particles and metallic grit. The entire filtering structure is used, the manufacturer said, giving longer filter life and better cleaning of the oil, for longer engine life.

Want more information? Use coupon on page 134 and you'll get it.

649—Water Injector

An improved water-vapor injector in two sizes to fit cars, trucks, tractors and other gasoline engines has been announced by Automotive Products Co., P. O. Box 861, Palo Alto, Calif.

The Vapor-Jet, as it is called, saturates a controlled amount of air with



water vapor and injects the mixture into the manifold after carburetion, the manufacturer said. Plain tap water can be used, a company announcement stated, since soluble salts and dirt are removed by the unit.

Want more information? Use coupon on page 134 and you'll get it.

YOUR CAR WILL RUN

Good

...
Better

✓ **BEST**

WITH **PYROIL**

● Your car may run good just the way it is. It may run better with some mechanical adjustment. But it will run **BEST**—for the longest time—at the least cost—with **PYROIL**. Pyroil improves lubrication. And lubrication is the life-blood of your car. Pyroil keeps vital engine parts—piston rings and cylinder walls protected with a fine film of lubrication at all times. Pyroil permits valves to work freely. Pyroil prevents battery drain and fouled spark plugs.

Ask your favorite gas station attendant. He knows best. He'll tell you Pyroil is best for your car. Add Pyroil—add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN!

An attractive Pyroil metal savings bank—takes coins up to 50¢ pieces. MOTORISTS, it's yours for the asking—sent postage paid.



PYROIL COMPANY

174 Pyroil Bldg.

La Crosse, Wisconsin

Canadian Distributors:
Central Purchasing Agencies, Ltd.,
Toronto, Ontario

BUSINESS MAY BE

Good

OR COULD BE

Better

BUT YOUR BUSINESS

MR. JOBBER, DEFINITELY WILL BE

✓ **BEST**

WHEN YOU CARRY

CONSTANT DEMAND PRODUCTS.

LIKE **PYROIL**

● Decide now to carry only successful products, such as **PYROIL**, for your sales force to concentrate on. Success invites imitations and **PYROIL**, like other products of proven quality, has them aplenty! Imitators may come and go—but **PYROIL**. The **ORIGINAL** Additive has been and continues to be the motorists' choice since 1930. Why? Because **PYROIL** is the oldest and finest product of its kind. Only Genuine **PYROIL** gives **PYROIL** results!

DROP US A LINE AND WE'LL HAVE OUR FACTORY REPRESENTATIVE BRING YOU THE COMPLETE PYROIL MERCHANDISING AND PROMOTION PROGRAM.



REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia

Southcentral—John T. Jolly Sales Co., 1916—34th Ave., Meridian, Miss.

Southwest—Hirsig-Frazier Co., 4333 Belmont Ave., Dallas 4, Texas

West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, Calif.

650—Steering Booklet

A booklet describing the application of its compressed-air power-steering unit for commercial and heavy-duty vehicles has been issued by Air-O-Matic Power Steer Corp., 24 Noble Court, N. W., Cleveland 13, Ohio.

The brochure contains an installation diagram, specification tables, pictures of actual installations and other information on how unit is used.

Want more information? Use coupon on page 134 and you'll get it!

651—Freeze Tester

A reportedly fool-proof freeze tester, featuring a two-color float with divided alphabet, has been announced by E. Edelmann & Co., 2332 Logan Blvd., Chicago 47, Ill.

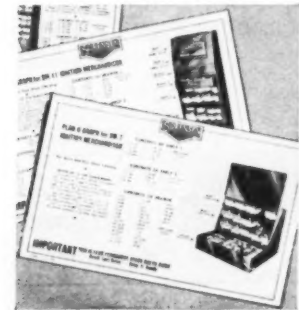
If float letter reading is in the white area, solution is immediately known to be a methanol or alcohol product. Readings in yellow area designate permanent types.

It has two sets of tables on each side. Want more information? Use coupon on page 134 and you'll get it!

652—Stock Guide

A Plan-O-Graph stock guide is now furnished with each assortment of ignition parts by P. Sorensen Manufacturing Co., Inc., 32-31 57th St., Woodside, N. Y.

The guide indicates the exact location of each part and the recommended



stocking quantities, simplifying stock checking and making it easier to keep a well-balanced inventory.

Want more information? Use coupon on page 134 and you'll get it!

653—Heater Fitting

A heat-booster fitting, designed to enable standard hot-water heaters to draw water from both sides of the motor block of V-8 engines, has been announced by Everhot Products Co., 2001 W. Carroll Ave., Chicago 12, Ill.

The fitting is said to be suitable for use with all standard-size motor-block

openings for heater hose, heat indicator and other connections. It consists of a short tubular piece of metal with a 3/8" male pipe thread at the lower end, a hose nipple for regular heater hose extending at right angles from the middle and a 3/8" female pipe thread at the upper end.

Want more information? Use coupon on page 134 and you'll get it!

654—Concentricity Gauge

A portable gauge that indicates the degree of throw-out of a tire without removing it from the vehicle has been introduced by Fred Gracia, 125 W. Main St., Santa Maria, Calif.

Readings are taken after gauge

has been placed close to the tire or wheel so that indicator needle is at zero. Deviation, over size and under size are indicated when wheel is rotated slowly. Throw-out readings are taken while wheel is rotated rapidly.

Want more information? Use coupon on page 134 and you'll get it!

655—Bearing Catalog

A 20-page catalog showing bearing application data and interchangeability information for Ford, Chevrolet, Plymouth and the Willys Jeep has been issued by American Bearing Co., 1705 Hawthorne Ave., Minneapolis 3.

Want more information? Use coupon on page 134 and you'll get it!

GET ON THE BALL!

CASCO

CASCO SPOTLIGHTS
FINEST MADE!
INNER CONTROLLED!

Powerful sealed-beam light turns in a complete circle. Smart, streamlined design... Recently chrome-plated.

JUNIOR	STANDARD
No. 5-40 Thru-the-Pool	No. 5-61 Thru-the-Pool
No. 5-33 Thru-the-Door	No. 5-34 Thru-the-Door
RETAIL \$18.00	RETAIL \$18.50

(Also available for 12 volts)

FAN HUB REPLACEMENT ASSEMBLY

TRIMMIOUS NEW MARKET EVERY DAY

Worn out fans of every make are replaced daily with the reliable CASCO Fan Hub Assembly. Merchandising package includes 4 Fan Hub Assemblies—each 3 mounted on display card. No. 5-14

RETAIL \$2.05

SMART, NEW, LUCITE ILLUMINATED FENDER GUIDE

Universal Thru-The-Fender mounting. Fully adjustable for all cars. Light in mounting base illuminates full length of road. Extra brilliant at top.

Display card FREE with each 4.

Order No. A-31

RETAIL \$2.75

CASCO 3-SPEED 8" RUNNER-BLADED AUTO FAN

QUIET! DEPENDABLE!

Fans have chrome-plated metal trim and sealed arm. Motor case is die-cast, has universal mounting brackets for quick, easy installation.

No. 5-11 16 volt	RETAIL \$6.75
No. 5-12 12 volt	RETAIL \$9.75

CASCO "SPOTLIGHT MIRROR" FITS ALL SPOTLIGHTS

Double thick, polished brass glass encased in heavy gauge brass, chrome plated shell, swivels on ball and socket in die cast mounting arm. Attaches to back shell of spotlight.

No. 5-10

RETAIL \$3.00

NEW! CASCO ON-THE-POST SPOTLIGHT

MOUNTS COMPLETELY ON OUTSIDE OF CAR. CONTROLLED BY DASH SWITCH

This chrome beauty has all the light power and maneuverability of more expensive spots—yet can be installed in minutes.

No. 5-240

RETAIL \$14.00

(Also available for 12 volts)

Dependable Products for Over a Quarter Century

Casco Products Corp., Bridgeport 2, Connecticut

Southeast Repr.: LAWRENCE M. HIRSIG & CO.
American National Bank Bldg., Jacksonville 7, Fla.

Southwest Repr.: HIRSIG-FRAZER COMPANY
4333 Belmont Ave., Dallas 4, Texas.

GOT A GOOD \$7 IDEA?

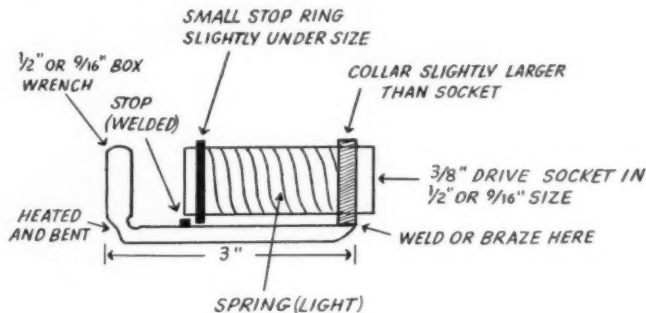
will be paid for every time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.



Making Handy Wrench For Alignment Jobs

IN MY work as a front-end man, I use a wrench that really helps to set toe-in. The illustration shows its construction and the operation is simple.

The socket is pulled back and placed over the tie-rod bolt. When the ratchet turns the socket, the wrench part stops against the tie-rod and the nut can be taken off or



loosened with ease.

The same application is used when tightening the bolt. With

the use of this wrench, the mechanic can do the job with one arm under the car and the car does not

FAST AS . .

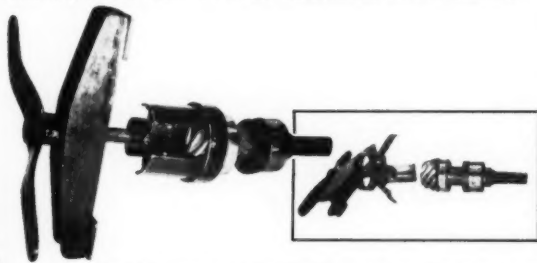
DON'T FORGET

To fill in your stock of these profitable, quickly installed Chevrolet steering idler arm adjusters for positive adjustment of worn idler arm assemblies.



NEW POSITIVE ACTION Pinion Gear Puller

GIVES POSITIVE, EVEN PULL . . . NO BROKEN PINION TEETH!



Handle those Buick or Chevrolet pinion gear jobs the easy way . . . with a D & V Pinion Gear Puller! It's easy to use . . . No bolting needed. Self centering, with safe, positive three-finger and lock ring attachment. Can't slip . . . Ruggedly built for long life!

Specify: (A) Buick, all 46-52; (B) Chevrolet, all 37-52, including Power Glide.

D & V Manufacturing Co.

"OUR PRODUCTS MAKE THE HARD JOBS EASY"

1953 BESSEMER ROAD

BIRMINGHAM, ALABAMA

Burr-ains

That's about the payoff if you try to spell "brains" as the Scotch pronounce it. However, SAJ's payoff is seven bucks now for good Time Savers.

have to be raised.—Elvis E. Jones, Bear Service Garage, Rock Island, Illinois.

Making Bench Check On Generator Job

WHEN you wish to make a bench check of a generator overhaul and standard equipment is not readily available, ground the field terminal with a jumper wire. Rev up the armature at a good rate in the direction of normal rotation by holding the pulley firmly against a motor-driven wire brush.

Ground the armature post momentarily with a screwdriver. If a good spark is produced, the generator is putting out.—Thomas J. Leary, Kelly Pontiac, Baltimore, Maryland.

Cutting Installation Time On Bendix Brake Shoes

WHEN installing Bendix brake shoes, I have found it a lot easier and quicker to partly assemble the shoes before installing them on the backing plate.

Assemble the shoes with lower spring and star wheel adjusters. Then put the shoes on backing plate, hold with one hand and install the guide pins and locks and upper return springs.—Hugh K. Williams, 570 Boulevard Place, N.E., Atlanta, Georgia.

Preventing Rust Formation On Seldom-Used Tools

TO KEEP seldom-used tools and parts free of rust in the rainy season, try this method:

Shave three ounces of paraffin into a quart of carbon tetrachloride. Allow wax to dissolve. Spray or brush onto surface of tool to be protected. The carbon tet will evaporate, leaving a thin but unbroken coat of wax on the tool or part.—Melvin J. Timm, Route 1, Berryville, Arkansas.

Removing Distributor Knock On Late-Model Fords

SOME of the late-model Fords develop a knock in the distributor that sounds like the rotor striking the contact of the cap. To correct the knock, loosen up the cap screw that holds the distributor to the head. Slide a thin piece of fiber or metal between the lip of the distributor and cylinder head. Retighten the cap screw.

This will keep from throwing the distributor and shaft in a bind that

causes the knock.—Howard Cavinness, Eudora, Texas.

To Prevent Creeper From Moving Off

TO HOLD creeper from sliding away when pushing or pulling, clamp vise-grip pliers on the roller under your shoulder, depending on which side used.—C. Kernaghan, 2324 Harris, Independence, Mo.

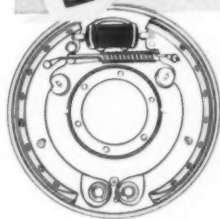
\$7 for your Time-Saver Ideas. Let's have 'em!

PURITAN ALL-MISCIBLE* Brake Fluid

gives your customers

PREMIUM PROTECTION

When you're dealing with human lives, you've got to use the BEST!



From master cylinder to wheel cylinder, fluid is the life line of the brake system. It's a "life line" for the driver, too . . . for his safety depends on it, day after day. When you order PURITAN Brake Fluid from your N.A.P.A. jobber, you get a "good feeling" . . . knowing that Puritan gives your customers the kind of protection you want them to have—the BEST!

*Mixes with and thins out all old fluid in the system, absorbs water, prevents corrosion, quickly restores responsive brake action! CHECK brake fluid level once a month, with every oil change or lube job. CHANGE fluid twice a year.



PURITAN BRAKE FLUID

This striking poster can increase your sales. Order from your N.A.P.A. jobber.

PURITAN COMPANY, INC., Rochester 6, N. Y.

When Checking Timing On Cadillac Engine

WHEN checking or setting the timing on Cadillac engines, cut off a used choke button cable, leaving 2" of wire on base of button shank.

Push this plunger in No. 1 spark-plug wire hole in distributor. All Cadillac distributor holes are numbered. Hook timing light wire to the shank of choke button.

All this is done on the right-hand side of the car. Otherwise

you would have to turn off key, pull No. 1 plug wire off, skin back rubber boot on wire end and place back on plug.—*H. R. Rosson, service manager, Dowling Chevrolet Company, Columbia, Tennessee.*

Removing Dial Hands From Instruments

HANDS of speedometers, clocks and other dial instruments can be lifted off quickly with a tool I made from a piece of 1/16" strap iron, 3/4" wide and 1 3/4" long.

Saw slots in center on one end. Drill a 3/16" hole on other end. Bend over each end to form a U-shape for puller. Grind slotted end to 1/32" thickness to slip under instrument hand. Grind threaded end of a 3/16" stove bolt to a sharply-tapered point and slightly blunt the point with a file.

Insert bolt in hole with nut underneath to form puller. Widen slot in head of stove bolt and wedge in 3/32" by 1" cotter key to form handle.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*

Keeps 'Em Running Out in the Rain!

Andrews

E-Z START

NEOPRENE IGNITION CABLE SETS

with the new

MOULDED-ON TERMINAL BOOT

- Keeps the Spark Plug Dry!
- Stops Flash-over "Shorting"!
- Always a fast start with "E-Z Start"!
- Only nine sets straight and angle type required to serve millions of cars!

BETTER!

Complete Line
of Ignition Parts
Wire and Cables

E-Z START SETS

Improve the efficiency of all engines in wet and damp weather! Instant Starting—Faster Pick-up—Better Mileage—Easier on Battery.

ORDER FROM YOUR JOBBER



Andrews

MANUFACTURING CO.

ST. LOUIS, MO.



Removing Grease Seal And Wheel Bearing

WHEN removing the inner wheel bearing on front wheels, try this system:

After taking outer wheel bearings out, replace nut or screw nut on four or five threads. Pull wheel over nut. This will pull out bearing and seal.—*Estel L. Warner, 17 Highland Lane, Route 3, Crossville, Tennessee.*

Salvaging Worn Brushes Used on Power Tools

HERE is a way to salvage worn carbon-removing brushes of the type used on power drills in many shops:

The wires of these brushes often become worn and twisted after they have been used for a while. In this condition they are not effective to do the job as it should be done.

Chuck the brush in any power tool that can be operated in reverse motion. Then with the brush turning, hold a file or other steel object against the brush so it will be unwound as the brush turns.

Then grind off 1/4-inch of the case to give the brush more length and flexibility.

It doesn't take much time to do this and the saving in brushes can reach a considerable amount over a period of time.—*L. W. Lefler, Lefler's Garage, Abilene, Texas.*

Adjusting Motor Support On Chevrolet Cars

IF YOU have trouble with motor supports on Chevrolet passenger cars prior to 1949, you might try this method:

Drill a 3/8-inch hole straight through the support and install one bolt with a jam nut.—*Estel L. Warner, 17 Highland Lane, Route 3, Crossville, Tennessee.*

What's Needed in a Salesman? Texans Hear Millions' Answer

WHAT caliber of salesmen do dealers have now as they face a more competitive market? What kind of salesmen will they need in the days ahead?

Some to-the-point comments on salesmanship and other phases of dealership operation were contained in the address prepared by Paul M. Millions, vice-president of Commercial Credit Co., Baltimore, for delivery at the convention of the Texas Automotive Dealers Association at El Paso, Oct. 5-7.

Speaking on "The Dealer Most Likely to Succeed," Millions said, in part:

"Short of a major war, we need no economist to tell us this country is not immune to the operation of economic forces. This means neither gloom nor great joy. The economy seems sound. Only realism, not pessimism, should cause us to consider that business is facing probably one of the most competitive situations in history. Competition will be free, sharp, painful and wholly unsentimental. . . .

What's the Problem?

"May I suggest that the big problem ahead for all of us is to sell more. Profit and success, loss and failure will depend in large measure on how successful we do the hard selling job ahead. . . .

"Someone has estimated that 65 per cent of all cars are *bought*, not *sold*, even under normal competitive conditions. We challenge this.

"In super markets, the availability of good groceries, attractively packaged, tastily arranged and picked up by the American housewife, has done more selling than all trained salesmen. And a few people buy automobiles for a number of reasons.

"But successful automobile selling in days of competition needs human beings. It needs personal salesmanship of a high order. . . .

"How much do your salesmen know about the car they sell? How much do they know about its specifications? Its performance? Do they know enough to answer a prospect's questions?

"The new thought in selling is that salesmen are technical assistants to buyers—to help them buy intelligently. . . .

"How persuasively can your salesmen put your car into words? . . .

"Beyond sales, coming competition will demand superior management merit and efficiency in other directions. Routine efficiency will not be sufficient.

"The prime concern is the degree to which stiffer competition is go-

ing to thin profits. Meet some of the pressure of competition by getting expenses down to the lowest possible level consistent with good economy.

"Beware of the false economy in so many abandoned expense accounts. As Walter Cruppins said, 'Any fool can reduce expenses. It takes brains to spend the stuff.'"

Automobile cigaret lighters reach a temperature of about 1400° F. in 10 to 12 seconds, according to General Motors Corp.



SEND FOR THIS
SAMPLE BOOK
OF **HORCO**
FABRICS FOR
CUSTOM SEAT
COVERS

These outstanding fabrics are perfect for making custom seat covers which are different.

Horco coated fabrics are waterproof, stainproof and flame resistant. They resist oils, greases, acids, salt water, etc. They are available in a wide variety of beautiful colors.

SEND FOR YOUR SAMPLE BOOK TODAY.

Manufactured by **HODGMAN RUBBER CO.**, FRAMINGHAM, MASS.
DISTRIBUTED BY

ADMIRAL FABRICS

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WEST COAST REPRESENTATIVE—**M. L. LUD COHN**, 1323 VENICE BLVD., LOS ANGELES 6

NEW *Amazing Single* *.....Needs No*

MAC'S

COOLING SYSTEM CLEANSER

Here's the product that will make your profits soar! Mac's COOLING SYSTEM CLEANSER—developed after extensive laboratory research and testing—is an amazing single-flush cleanser that cleans out ALL types of clogging material from the radiator and cooling system.

MORE EFFECTIVE—Mac's Cooling System Cleanser cleans thoroughly — dissolves rust, scale, greasy sludge, mineral deposits and all other types of cooling system "stoppage"!

FASTER ACTING—Mac's Cooling System Cleanser is NOT an acid . . . NOT an alkali—so you save up to one-half of usual service time because there is no need for neutralizer washout!

SAFE TO USE—Mac's Cooling System Cleanser contains a remarkable passivating ingredient that actually makes metal resist corrosion! 100% harmless to radiator hose, car paint, rubber, upholstery, wood, clothing or skin! Safe and ideal for use in mechanical flushing equipment!

You'll make more service sales with Mac's Cooling System Cleanser because it cleans better, is much safer to use! You'll save more profits because service time is cut almost in half since there's no need for neutralizer washout!



and Look!

MAC'S SUPER GLOSS COMPANY...

Flush Cleanser That.... Neutralizer Washout!

That Mac's is THE WORLD'S FINEST COOLING SYSTEM CLEANSER

Three segments were cut from the same dirty radiator to test the effectiveness of Mac's Cooling System Cleanser. These unretouched pictures show the results of the test.

1

The top picture shows a segment of the radiator that was not cleaned.

2

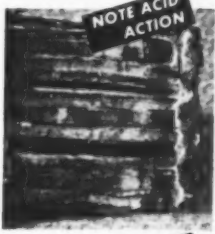
This middle segment from the same radiator was "cleaned" by boiling for 40 minutes in a solution of a leading oxalic acid type cooling system cleanser. Notice that the metal is still dirty and there is a heavy discoloration of the surface caused by the corrosive action of this product.

3

This bottom segment cut from the same dirty radiator was boiled for 40 minutes in a solution of Mac's COOLING SYSTEM CLEANSER. Notice now that after using Mac's product the segment is really clean and there is no muck left on it as in the top photograph. Also note that no corrosion deposits are left on the metal as shown in the middle photograph of the segment "cleaned" by the ordinary cleanser. Mac's COOLING SYSTEM CLEANSER contains a passivating ingredient that actually makes metal resist corrosion!



Here's more proof that Mac's is better, safer to use! A leading laboratory reports that a well-known oxalic acid type cleanser was tested and compared with Mac's COOLING SYSTEM CLEANSER. Results proved that the oxalic type product removed TWICE AS MUCH COPPER . . . 30 TIMES MORE ALUMINUM . . . and 100 TIMES MORE CAST IRON than did Mac's COOLING SYSTEM CLEANSER!



LOS ANGELES 42, CALIFORNIA

More Jobber News
(Continued from page 85)

**Alabamians Plan Session
Oct. 27 at Birmingham**

A ONE-DAY business meeting of the Automotive Wholesalers' Association of Alabama will be held October 27 at Hotel Bankhead in Birmingham.

This meeting will be in lieu of the previous type of fall gathering in which one day of fellowship was observed and one day of business

meeting was conducted.

"Since there are so many problems for the membership to consider, it is planned for the committee chairmen to lead the discussion on the subjects studied by the various committees," said Nathan M. Roberts, executive secretary.

The meeting will open at 9 a.m. and adjourn at 3:30 p.m.

P. J. "Pete" Sawyer of East Alabama Auto Parts, Anniston, is president of the group.

Tentatively, it has been planned to hold spring meeting at Mobile when flowers are blooming.

**Harnischfeger Corp. Opens
Office at Birmingham**

FORMAL opening of the new sales office, warehouse and service station in Birmingham, Ala., was held Oct. 11 by Harnischfeger Corp., Milwaukee.

The opening marked consolidation of territory formerly served by P & H offices in Memphis and Jacksonville. The firm will retain sales representation in those cities, but major functions for the Southeastern states, as well as Louisiana and Arkansas, will be centralized in Birmingham.

Ray M. Calkins, formerly at Memphis and with the firm for 28 years, will have charge of the new plant and territory.

**Bendix-Westinghouse Brake
Names Kimball Manager**

DEXTER S. Kimball, Jr., is now general manager of Bendix-Westinghouse Automotive Air Brake Co., Elyria, Ohio.

Kimball joined the firm in 1945 as factory manager and has supervised all manufacturing departments. He formerly was plant manager of the camera plant of Ansco Division.

Sunnen Names Representatives

Jack Elkin, field service engineer for Sunnen Products Co., has been reassigned his old territory of Virginia, West Virginia, North Carolina and eastern Tennessee and Kentucky. "Skeets" Brooks has been named field service engineer for the St. Louis area, which includes part of Kentucky.

Henderson Dies at Dallas

Gus B. "Shug" Henderson, Jr., 55, owner of Henderson Auto Parts, Dallas, Texas, died last month. He had been in business in Dallas for 25 years.

Solloway Auto Supply, Oklahoma City, Okla., is sponsoring two bowling teams, a men's team in the B'nai B'rith league and a girls' team in the Northwest women's league, it has been reported by Irving Sirotkin, manager.

Al Hudson has been added to the outside sales staff of Solloway Auto Supply, Oklahoma City, Okla. For several years he has been a jobber salesman and manufacturers' representative.

SMASH HIT
HOLT'S Piston Seal

NO! not an oil additive—Holt's Piston Seal forms a pliable, oil-impregnated seal that takes up wear between piston and cylinder wall for upwards of 8,000 to 10,000 miles!

YES! Holt's Piston Seal opens the door for real sales in plugs, tune-ups!

We always strongly recommend that "Nothing is as good as an engine overhaul or a new engine"—but Holt's Piston Seal does give great satisfaction, does make profits for you from customers who can't afford a ring job but want to keep rolling! Also sell it as a wear-preventive for any car with more than 15,000 miles on it.

**NO CAR IS OLD ENOUGH
TO SMOKE**

HOLT'S Gun Gum MUFFLER SEAL

Another smash hit by the makers of Holt's Piston Seal.

- QUIET!
- FAST!
- AIR-TIGHT!
- PERMANENT!

for **MUFFLER** repairs and installations

Speed the installation of mufflers and assure permanently tight joints with this quick-applying compound! Dispensed directly from the container — requires no mixing! Flows around openings, locks in place like a key! Adheres solidly even to rusted metal from which loose scale has been brushed! No other product even remotely compares with HOLT'S "GUN-GUM." Retail at \$1.69 in a container which services several mufflers, tail pipes, exhaust pipes, etc.

as advertised in

LIFE Collier's POST TRUE Look
POPULAR SCIENCE POPULAR MECHANICS
and 50 other famous magazines.

Holt products are made in England by one of the world's largest makers of automotive repair compounds — tested and proven in the laboratory, and on the road in millions of cars, for more than 16 years.

THE TREGLOWN CO., INC.

Fanwood, New Jersey

In Canada: Treglown, Ltd., 1366 Greene Ave. Montreal 6

Increased Sales Cost Reported Per Dollar of Volume in 1952

GOOD gross volume has been reported by wholesalers generally during recent months. But, as the old saying goes, it's not what you take in but what you take home that counts.

To find out some of the reasons why jobbers weren't as happy about what they were taking home as about their gross volume, SOUTHERN AUTOMOTIVE JOURNAL last month asked 350 Southern and Southwestern firms this question:

How does your sales cost per dollar of gross volume the first eight months of this year compare with the same period of last year?

Practically without exception, wholesalers reported that sales costs had increased. And, naturally, they weren't happy about it. But the problem is not an easy one to solve.

Part of the increase in gross dollar volume during recent months has been due to rising prices and not to increased unit sales. With overhead also rising in many cases, and with sales cost often higher, net profits were getting the squeeze.

He Pinpoints Expenses

Some detailed comments by F. C. McLean, president of McLean Auto Supply Co., Laurinburg, N. C., on how he is pinpointing various expenses and profits in an effort to keep a good balance in his business are given on page 84.

Comments from other wholesalers included the following:

From a small city in Missouri—"Sales cost per dollar of gross volume is up about ten per cent. This is too much expense for the business we do. We have no chance to reduce it as we would lose employees to other industry. The situation seems to be general in our territory."

From Dallas, Texas—"Our 1951 sales cost per dollar was .76. For the first eight months of 1952 it was .75. We just can't seem to make any money." In a lighter vein, this jobber suggested, "If you can come over here and show a net profit, we'd be glad to split it with you."

From a small city in South Carolina—"A ten per cent increase in sales cost."

From a city in New Mexico—"Sales cost higher. Collections are slow. Some car dealers seem to be

in poor shape at present time," it was stated.

From a small city in Florida—"Sales cost per dollar of gross volume is about 20 per cent ahead of last year."

From a medium-sized city in Tennessee—"Sales cost per dollar of gross volume is running about 2.3

per cent higher this year."

From a small city in Texas—"About a 20 per cent dip."

From a city in Florida—"Sales are up about 20 per cent and expenses in proportion."

From a small city in Florida—"For the first eight months of this year our sales cost per dollar of gross volume was about one per cent higher."



... Hang it anywhere in the fuel line without supports or brackets

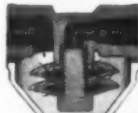


Weights only
2½ ozs.

Can be installed in less
than 20 minutes on any car

The rayon filtering element, the same as used in large industrial petroleum filters, does a perfect job of removing all rust and fine dirt, traps water and sediment. No by-passing.

See your jobber salesman



Cutaway view showing
rayon covered
filter disc.

**Sparkler
Rayclean
GASOLINE
FILTERS**

PRICE — **\$1.98**



Oldsmobile installation



Plymouth installation

SPARKLER MANUFACTURING CO., MUNDELEIN, ILLINOIS

Makers of industrial filters for petroleum and chemical products for over a quarter of a century

Ruark Details the Schedule Of MEWA December Meeting

HUNDREDS of wholesalers, especially those in the eastern half of the country, are getting set to attend the annual convention of Motor and Equipment Wholesalers Association, to be held at the Chalfonte-Haddon Hall Hotel, Atlantic City, N. J., Dec. 7-9. The convention precedes the Automotive Ser-

vice Industries Show, which is being held east of Chicago for the first time since 1946.

The meeting will open with the usual reception for members and guests on Sunday, Dec. 7, said B. W. "Whit" Ruark, general manager. Convention sessions, luncheons and the annual banquet will be held

on Monday and Tuesday preceding the opening of the show on Wednesday, Dec. 10.

"Thus the convention and show will be in one calendar week and consequently save considerable time for those attending as compared with former years, when the show opened on Monday and the association held its convention on the preceding Friday and Saturday," Ruark said.

In addition to the meetings of the board of directors and various committees, special sessions are planned for the junior executives group, sales management discussion group and business methods discussion group.

The banquet will be on the evening of Dec. 8 and the final session will be on the afternoon of Dec. 9.

EARN BIGGER PROFITS! Sell complete cooling system service NOW!



Bigger, better profits are waiting for the men who sell their customers Warner's complete cooling system service before adding anti-freeze. It takes a little time and effort, but it increases your earnings—fast.

Here's what you do. First, let the finger test help you sell the customer. Dip your finger in the radiator fluid and show him the rust and oil muck that coats the tip. Next, clean the

radiator thoroughly with WARNER Radiator Cleaner (WARNER SERVICE CLEANER for trucks and very dirty systems). Be sure to repair any leaks with WARNER LIQUID SOLDER (non-metallic, deposits tiny fibers to repair leaks anywhere in the radiator or motor block). If using last year's anti-freeze, replace inhibitor with WARNER COOLING SYSTEM PROTECTOR.

WARNER PRODUCTS ARE

Nationally Advertised

with hard selling ads in the

SATURDAY
EVENING **POST**



WARNER-PATTERSON COMPANY • 920 SOUTH MICHIGAN AVENUE, CHICAGO 5, ILLINOIS

Warner-Patterson Company of Canada, Limited, 191 Queen Street East, Toronto

Warehouse Distributors Will Meet Dec. 6-7

THE winter meeting of Automotive Warehouse Distributors Association will be held Dec. 6-7 at the Chalfonte-Haddon Hall Hotel, Atlantic City, N. J., it was announced at the fall meeting, held in the Conrad Hilton Hotel, Chicago, Sept. 15-16.

Salesman compensation, freight policies and operating policies were some of the topics of discussion in which more than 50 members and guests participated.

How freight savings have been accomplished through the use of carload forwarding companies was discussed at one session by E. F. Bartel, president of Republic Carloading Corp.

Zinnell and Becker Represent Erie

Two Southern representatives have been appointed by J & H Sales Co., Chicago, selling agents for Erie Manufacturing Division of Pressed Steel Car Co.

Ed Zinnell, Atlanta, will handle the line in Alabama, Florida, Georgia, Mississippi, North and South Carolina, Tennessee and Virginia. A. J. Becker of Columbus, Ohio, will cover West Virginia.

Exide Advances Linn

George Linn has been promoted to assistant manager of automotive replacement battery sales for The Electric Storage Battery Co. He has just completed two years of active duty in naval communications in Washington, D. C.



Raymond LeKashman has been appointed manager of the Automotive Division of R. M. Hollingshead Corp., succeeding L. M. Olson, resigned. LeKashman formerly was with R. H. Macy & Co., Inc., in various executive merchandising positions.

Schoellkopf Names McMeans As Automotive Manager

JACK McMeans has been promoted to manager of the automotive department of The Schoellkopf Co., Dallas, Texas, it has been announced by Herman T. Biar, vice-president and general manager.

McMeans joined the firm as a clerk in the accounting department in 1940. He returned to the credit department in 1945 after duty with the U. S. Navy and soon was transferred to the automotive department. He was made manager of the Corsicana branch. In 1949 he was moved back to the Dallas office as purchasing agent.

"Jack is well acquainted with the needs of our customers and thoroughly knows the lines with which we serve the automotive trade," Biar said. "He is very deserving of this promotion."

The firm has also added two men to its sales staff. Walter Wynn is now working the metropolitan area of Dallas and W. H. Burke, Jr., has been named for the eastern Texas area, Biar said in his announcement.

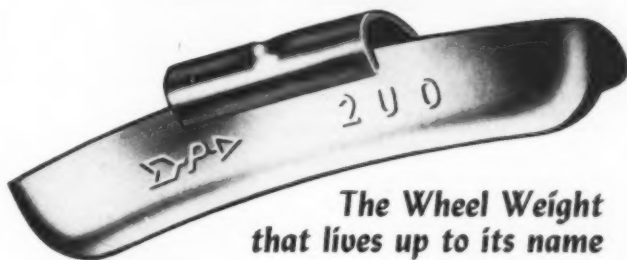
L & S Names Southerners

Three Southern and Southwestern representatives have been named by L & S Bearing Co., Oklahoma City, Okla. Barron Cranford will handle Alabama and Mississippi, J. R. Tate will cover Kentucky and Tennessee and H. Burr Coleman will represent the line in New Mexico.



...Where
BALANCE
is needed!

PERFECT
WHEEL WEIGHTS



The Wheel Weight
that lives up to its name

● "U" TYPE

A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

● "C" TYPE

The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

● "SPECIAL" TYPE

Made for late model Cadillacs with hub caps covering entire wheel, except 1951 model for which "C" type weight is recommended. 6 sizes.



PERFECT EQUIPMENT CORP.
804 W. Morgan St. KOKOMO IND. P.O. Box 706



Manufacturers of Wheel Weights for Trucks and Passenger Cars

Listen All and You Shall Hear How to Succeed in Your Career

THE following story of success in the automotive field and early, prosperous retirement was told by Editor C. H. Moorehead in a recent issue of *Behind the Lines*, a publication for customers of Motor Parts & Supply Co., Inc., Mobile, Ala.:

"Once there was an auto service man named Simple Tonn. He was

ambitious and had some wonderful ideas about service, sales and blondes. He tried painting cars, but got painters' colic. He bought a screwdriver and a pair of pliers to be a first-class mechanic, but the class never graduated. He went into the service-station business, but he gave the 'business' to the

customers, so they gave him the bird.

"One thing about Simple Tonn, he never gave up. He put his whole heart into a job, but he didn't include new parts and good workmanship, so he couldn't make the grade, not even kindergarten.

"After ten years of this he began to get just a wee bit discouraged and took an inventory of himself. This consisted of a broken knife, three monkey wrenches that even a monkey wouldn't monkey with, two screwdrivers with no screws, one jack (with none in his wallet), a hot rod (sick cylinder), and a girl named Margaret (no kin to Harry). This did not count three interesting letters from finance companies, a four-day beard and a hangover. Of no particular value were three gravy-stained ties and a pregnant cat.

"After crying into many beers, he suddenly saw the light and from then on he was a changed man. His friends started speaking to him again. His purpose was firm. There was the gleam of confidence in his once blood-shot eyes, and the way to success loomed before him in a new light.

"The community noted with no little envy that he was able to retire within a short time. What an example! What a success story!

"Could this be because he bought nothing but the best from good old Motor Parts? Was it because he realized that snazzy new equipment from Motor Parts plus know-how plus wonderful machine-shop service from you-know-who was most essential in producing a storm of money from a cloudy customer?

"Yes, sir! Simple Tonn retired with \$200,000. He didn't marry Margaret after all, but he married just the same, as all red-blooded Americans should do. His wife had \$199,948.63, which may have helped.

"Moral: A rolling pin gathers no dough, or it can be warmer in the city than in the summer."

Florida Motor Service Damaged by Fire

FIRE damaged the building of Florida Motor Service, Inc., Jacksonville, Fla., last month. About \$300,000 worth of merchandise was stored in the building but it was not possible to tell immediately to what extent some of the parts were damaged, Owner Guy B. Dodd said.

Nearly 2,000 gallons of anti-freeze had been moved out of the building a short time earlier.



for a tight grip!

Herbrand's 6 POINT ULTRA BOX WRENCH SET

No. 4620

Increasing service work on modern motors has created a definite need for box wrenches with 6-point openings. Such wrenches take a full grip on all 6 sides of hex nuts or bolts, even when badly chewed up. This Herbrand Wrench Set No. 4620 includes three wrenches with the 6 most popular openings. Their thin side walls permit use in cramped quarters. Heads are offset to reach countersunk or imbedded nuts. Wrenches are drop forged from triple alloy steel and heat-treated for extra toughness. Handsome chrome finish, mirror polished heads, and distinctive paneled handles identify these tools as the finest quality in the wrench field.

Set No. 4620-B contains 3 wrenches with openings $\frac{3}{8}$ " & $\frac{1}{2}$ " & $\frac{3}{4}$ " & $\frac{5}{8}$ " & $\frac{1}{4}$ " in respective lengths of $4\frac{1}{2}$ ", $5\frac{1}{2}$ ", 8 " & 6 " packed in sturdy box. Mechanic's Net \$3.63.

MECHANIC'S NET PER EACH

No. 4623—\$1.15... No. 4625—\$1.19... No. 4627—\$1.29



Set No. 4620 is Herbrand's Tool-of-the-Month Selection for November. See it at your Herbrand distributor or write us.

Herbrand Tools

Fremont 8, Ohio

THE BINGHAM-HERBRAND CORPORATION



Parks & Hull Marks 35th Anniversary

PARKS & Hull Automotive Corp., Baltimore, Md., this year is celebrating its 35th anniversary. Originally incorporated in 1917 as the Magneto and Machine Co., it expanded until in 1924 it was feasible to change the name to Parks & Hull, Inc., because of numerous added services and lines.

The company has maintained its original location at 1031 Cathedral Street and has expanded by the acquisition of surrounding properties. By 1932 it was necessary to form two separate corporations—Parks & Hull Automotive Corp., which handles the automotive portion of the business, and Parks & Hull Appliance Corp., which handles the refrigeration and appliance portion.

Again in 1946 expansion brought about changes and Parks & Hull Appliance Corp. became known as Roche & Hull, Inc. Each unit occupies a separate building.

Under the leadership of President George E. Hull, the firm has continued to expand, handling recognized brands and maintaining a policy of service to customers.

Atlanta Jobbers Name Bob Perrin Chairman

R. M. "Bob" Perrin of Perrin Auto Supply Co. has been named chairman of a new organization of Atlanta, Ga., wholesalers. Alvin Greenberg of Max Auto Parts Co. is vice-chairman, Bernie Karp of American Auto Parts Co. is secretary and Luther Drennon of Raleigh-Drennon Spring Service is treasurer.

A meeting will be held this month to form a more permanent organization and select a name for the group.

It's Contest Time Again For MEWA "Juniors"

How to Sell" is the theme for the annual essay contest for members of the Junior Executive Group of Motor and Equipment Wholesalers Association, it was announced last month by MEWA. The contest closes Nov. 9.

Prizes include U. S. government bonds for three winners, plus round-trip fare to the MEWA convention and the ASI Show, Dec. 7-13 in Atlantic City. As in the past, winners may be invited to present their essays from the speakers' platform at the convention.

John Bean Names Jackson

Charles Jackson has been named representative for John Bean Division in West Virginia, eastern Kentucky and southeastern Ohio. He has been in the automotive trade for 18 years as a jobber salesman and on the staff of a John Bean representative.

Ft. Worth Jobbers Feted

Automotive Booster Club Southwest No. 4, Dallas, Texas, held its

annual jobber-Booster luncheon for jobbers of the Fort Worth area on Sept. 27. Eric Hyden was in charge of arrangements. John D. Harvey is acting president of B-4.

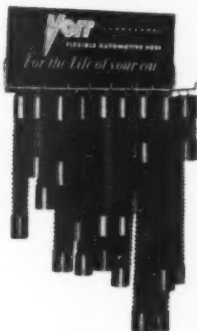
Rutherford Gets Promotion

R. H. Rutherford, who has been with United Motors Service for 25 years, has been appointed central regional manager. He will supervise activities in the Kansas City and several other zones.

An Extra Sale to Every Customer

stock VOIT radiator hose NOW!

NO ANTI-FREEZE SALE IS COMPLETE WITHOUT A HOSE SALE



The anti-freeze season is the time for big replacement hose business. Voit is the hose that makes this extra business your business — quick, easy installation — small inventory — widest coverage — proven performance. Check your Voit Hose Stock now!

\$30 DOLLAR INVENTORY PUTS ANY DEALER IN BUSINESS — Every '36 to '52 curved hose application is covered by 18 sizes of Voit Flexible Hose. (Stocking assortment contains 25 pieces to allow for V-8's.) It takes approximately 164 ordinary hoses to match this versatility.

EASIER INSTALLATION — 5-minute installation on 99% of cars. Excessive labor eliminated. More profit in every job.

NO SPECIAL TOOLS REQUIRED — Completely flexible to make the toughest job simple.

AMERICA'S FINEST — Built like an accordion with bellows inside and out and a built-in, tempered steel spring to add resilience and extra strength. This is the only radiator hose construction that gives complete flexibility without buckle, strain, turbulence or flow loss.

PROVED ON AMERICA'S SPEEDWAYS — In this year's Indianapolis classic, Voit Hose was used on 29 of the 33 qualifying cars — on every winning car.



VOIT
CHICAGO 10, LOS ANGELES 11

AMERICA'S FINEST AUTOMOTIVE HOSE

Parts Men East of Mississippi Lay Plans to Attend ASI Show

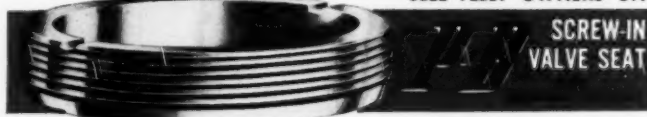
AN ESTIMATED 10,000 parts men from east of the Mississippi are expected to help push attendance at the 1952 ASI Show to a new record, according to Don H. Teetor, Perfect Circle Corp., chairman of the Joint Operating Committee.

A survey of the 1950 attendance, the last year the show was held,

showed that 75 per cent of those present came from east of the Mississippi. Only three times previously in the 26-year history of the show has it been held east of the Alleghenies. The biennial show has grown so large that at present only Atlantic City and Chicago have adequate facilities to house it.

Here's a Sure Way for You to... GET FLEET BUSINESS

SELL FLEET OWNERS ON



SCREW-IN
VALVE SEAT



Expansion clearance built in between threads. No pressure, no warping, heat carried away fast. Stays round, cools valve.



Heavy duty portable equipment machines off top of seat to exact height with special cutter.



SCREW-IN SEAT WITH
EXPANSION CLEARANCE

... AND YOU WILL DOUBLE THEIR
VALVE MILEAGE AND ELIMINATE
VALVE BURNING AND BREAKAGE!

READ WHAT THESE EXPERIENCED MEN SAY:

"...Such outstanding fleets as the Olson Transportation Co., Wheeler Transportation Co., Northern Transportation Co., L. C. L. Transit Co., Van Stratten Trucking Co., and many others would never think of installing any other seat, in the exhaust of the International, G.M.C. or Auto Car."

R. Murphy

MOJOR PARTS & MACHINE COMPANY
Green Bay, Wisconsin

"...Your seat stays round and definitely cools the valves better; when we touched the seats with a stone they cleaned right up. The pressed seats were egg shaped and needed much more grinding to true them up. We just haven't had any valve failures in the last year due to cracked or distorted seats and...your seat has more than doubled our valve mileage."

S. Smith

FRUCKA TRANSPORTATION, INC.
Omaha, Nebraska

● Once a fleet owner sees the savings in down-time for his truck he's your customer for life! P-B Screw-In Valve Seats end 90% of valve burning and breaking and give double the valve mileage fleet owners have been used to. Because P-B valve seats stress-relieve the hottest part of an engine—the exhaust valve port area—they prevent 75% of combustion chamber cracks. Write today for full information!

Make big profits grinding heads. Peterson Surface Grinder levels heads, blocks, manifolds, clutch plates, flywheels, etc., to .001 accuracy in 10 minutes. Anyone can use it. Profit guaranteed or money back. Write for full information.

PETERSON SURFACE GRINDER
Box 518 1413 Virginia Kansas City, Missouri

Many of the eastern parts men expected to attend the 1952 show will be seeing their first Automotive Service Industries Show.

Approximately 500 manufacturers of automotive replacement parts, tools, equipment, accessories and other automotive supplies have scheduled displays.

More than 18,000 wholesalers, manufacturers representatives, overseas distributors and invited guests are expected to attend.

The show is sponsored jointly by National Standard Parts Association, Motor and Equipment Wholesalers Association and Motor and Equipment Manufacturers Association. The Joint Operating Committee is made up of members from each sponsoring organization.

Dates for the 1952 show are Dec. 10-13.

NSPA President Talks On Selling Dealers

PRESIDENT Fred S. Roberts of National Standard Parts Association presented a tested plan to increase sales to car dealers in his talk last month at the fall convention of the Southwestern Automotive Wholesalers Association at Kansas City.

The Washington, D. C., jobber explained how improved parts and accessories turnover for car dealers, made possible through dealings with wholesalers, can mean more money in their pockets. He presented charts showing how an effective turnover rate released capital for expansion or other profit-making purposes, reduced carrying costs, and emphasized the definite relationship between costs of acquisition and costs of possession.

He pointed out that the dollar a car dealer spends with his local independent wholesaler comes back to the dealer substantially in the form of vehicle purchases and service work from the hundreds of people employed by wholesalers.

NSPA's new sales tool, "Turnover Means More Money in Your Pockets," was designed to show dealers the value of buying from jobbers.

Roberts Represents Hellwig

Ross W. Roberts has been named direct factory sales representative for Hellwig Products Co., Inc., Glendale, Calif. He will handle the line of stabilizers and overload springs in the Midwest and South.

KELSEY-HAYES

POWER-BRAKING

Leads in Safety and Ease of Operation!



It's the Kelsey-Hayes
"Vac'draulic" Brake Power Booster
for "Feather-Touch" Control.

Proven Superior for right
or left foot low-pedal operation!



ASSURES PROVEN PRODUCTS AT

KELSEY-HAYES WHEEL COMPANY
DETROIT 32, MICHIGAN

PRODUCTS: Wheels—Hub and Drum Assemblies—Brakes—Vacuum Brake Power Units—for Passenger Cars, Trucks, Buses—Electric Brakes for House Trailers and Light Commercial Trailers—Wheels, Hubs, Axles, Parts for Farm Implements.
PLANTS: Kelsey-Hayes Plants in Michigan (4); McKeesport, Pa.; Los Angeles, Calif.; Davenport, Iowa; Windsor, Ontario, Canada.



Splash-Guard Potential Raised by State Laws

LAWS enacted recently by 12 states, including Kentucky, Missouri, Oklahoma and Texas, have given a boost to the splash-guard market since all trucks and trailers operating in these states must have guards on the rear wheels.

There are 9,000,000 trucks in the United States and 423,000 trailers, according to a report from Anchor Rubber Products, Inc. About 84 per cent of these vehicles are owned by individuals or by small companies, it is estimated.

A number of jobbers and shops have sent special promotions to truck owners and have set up displays featuring the guards and giving information on enforcement dates, the firm said.

Effects of Controls Cited by Colbert

EXCESSIVE taxes and unreasonable controls are two principal ways being used today to attack profits and to weaken the country's ability to do better and live better,

L. L. Colbert, president of Chrysler Corp., said Oct. 3 in Austin, Texas.

Controls have already placed in government hands many of the powers of decision that used to be exercised by businessmen, he said, in an address at the University of Texas.

"An unseen partner without responsibility for the successful management of the company cuts itself in for a greater share of the profits than the company itself may keep," he commented.

Our free enterprise, he said, has continually out-produced all other economic systems in the world, and it has performed best when allowed to operate with a minimum of restrictions.

He pointed out that in many instances in the past, companies failed because some managers and owners were unable to see that to survive and grow they had to plow back earnings into their companies to improve their facilities, their products and their markets.

"But today taxation in some cases actually compels a business to forego improvements and advancements which should be made."

Turbine-Powered Car Makes Hit at Paris

A FRENCH-BUILT turbine-powered automobile was one of the biggest hits at the 39th Paris automobile show, judging from comments about the experimental model, not for sale.

The turbine, rated at 100 horsepower, is turned by gas exploded when a spark plug sets off a mixture of kerosene or diesel oil and air.

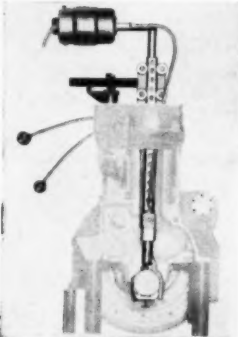
The turbine uses no radiator, starts easily and has little vibration, the manufacturer said.

There were 19 United States cars exhibited in the show.

August Registrations Drop

Factory sales of motor vehicles in August were 51 per cent below the level of a year ago, reflecting continued effects of the nationwide steel strike, the Automobile Manufacturers Association reported. The month's total of 270,892 units was the lowest August figure in seven years. It did, however, represent a 28 per cent gain over July.

IN THE BLOK Crankshaft Grinding is FAST-ACCURATE-PROVEN!



WI-TO-CO OVERHEAD GRINDER

The IN-THE-BLOK Crankshaft Grinder is a dependable precision tool for grinding rod journals without removing the crankshaft from the engine. With it you can do accurate work, quickly, at a reasonable price and with good profit. Grinder complete in carrying case with stabilizer and rear wheel drive—\$446.34. Lathe attachment for using grinder in lathe to grind both main and rod journals—\$46.29. Crankshaft Grinding Stand with electrically operated reversing transmission. Stand only—\$770.09. Complete with 2 grinders and one drive—\$1423.54.

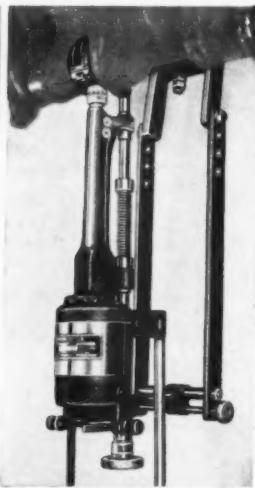
The new WI-TO-CO Overhead Crankshaft Grinder grinds all journals through the cylinder hole from the top. It is not intended to take the place of the IN-THE-BLOK grinder but rather to be used for the front throws on late models where obstructions prevent, or make difficult, grinding from below. Price \$658.95.

The new WI-TO-CO Fly-Wheel Drive bolts on in place of the starter and drives the motor on any Dynaflo, Hydromatic, etc., Priced \$83.95.

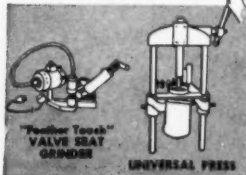
Export office: 238 Main St.
CAMBRIDGE, MASS., U. S. A.

WINONA TOOL MFG. CO.

WINONA, MINN., U. S. A.



IN-THE-BLOK CRANKSHAFT GRINDER



"Feather Touch" VALVE SEAT GRINDER

UNIVERSAL PRESS



IN-THE-ROD Insert and Rod Boring Machine

PARTS CLEANER

Upswing in Installment Buying Reported by Finance Conference

THE average new-car buyer is just as likely to pay for his automobile on installments as the used-car buyer, it has been revealed by the American Finance Conference.

The report showed that of 5,061,000 new passenger cars registered in 1951, 3,219,600 or 63.62 per cent were bought on credit. Of an estimated 8,500,000 used cars sold, 5,418,500 were bought on credit, or 63.74 per cent.

A sharp shift has occurred in buying practices of the public since 1946, the study showed. In that year, while 58.09 per cent of used-car buyers bought on time, only 42.06 of the new-car purchasers used the installment plan.

The shift, AFC pointed out, is due primarily to two factors: With no cars available during the war, many people deferred purchases and were able to pay cash in the early postwar years. Also the increased prices of cars have made it necessary for many buyers of new cars to spread their monthly payments.

"The trend toward more widespread use of installment credit in buying automobiles," said Thomas W. Rogers, executive vice-president who directed the study, "results from the increasing importance of the automobile to people in all income brackets. Since the end of the war automobile ownership has extended throughout the population. Increased costs of cars have made more people in the upper income brackets utilize credit to get cars of the type they can afford. At the same time used cars are being

utilized by more and more wage earners.

"This broadening of the market has sustained the mass production of automobiles that reduces the cost of cars, thereby also benefiting the one-third who now pay cash. The unregulated use of credit according to sound and proved busi-

ness practices will be even more important as our productivity grows to provide all the guns and butter the nation needs."

Studebaker Dealers Organize

The North Carolina Studebaker Dealers Association, with headquarters at Rocky Mount, has been granted a charter as a non-stock corporation. Principals are H. M. Salisbury, Jr., Rocky Mount; W. W. Merriman, Jr., Raleigh, and John Wiggins, Jr., Wilson.



Sludg-Master* Improves Mileage

You don't have to be an auto mechanic to give your customers advice on how to prevent engine repairs. Just recommend Sludg-Master as first aid when you run into a case of sticky valves or rings.

Of course, it helps — raises your customers' opinion of you — if you can explain to him briefly, but convincingly, why Sludg-Master should be the thing to use before expensive cures are needed.

You'll find all the facts in an interesting booklet entitled "Engine Deposits and How They Grow." Get a free copy from your jobber, or send a postcard direct to us.

*NOTE: Formerly Six Master — Some time ago, the name of the famous Six Master was changed to Sludg-Master . . . the outstandingly successful formula has not been changed in any way.



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NO MUSS
JUST POUR
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THE SILENT PARTNERS OF MODERN EFFICIENCY

New Car or TV Set? Some Get Both

Alexander Motors, Kaiser dealership at Jacksonville, Fla., last month offered a free 20-inch television set to 100 purchasers of new and specified used cars during a special promotion.

The offer applied whether or not the customer traded in his old car and whether or not he financed his purchase. Operator Jimmy Berg said.



News Briefs

(Continued from page 81)

he warned that it might be a whole lot sooner than many people realize.

"The stretching out of the defense program and the tremendous expansion now being carried on by steel and other basic industries make it very probable that the de-control of many materials will occur earlier than is now predicted," he said.

"Automobile dealers who are

looking forward to an indefinite continuation of a controlled market aren't facing the facts. Unless they begin now to prepare for the return of competitive selling, they are in for a very rude awakening.

"Competitive selling isn't something which should be feared by dealers. It is a normal phase of the automobile business for which good management can adequately provide."

In preparing for the "return of the free market," Doyle said that "no subject should receive more at-

tention than customer relations.

"Long after all the other regulations are gone, Regulation 'C'—'C' for customer—will be with us," he said. "Let us never forget that the biggest and sharpest control over our operations doesn't come from Washington but from Main Street in our own home towns."

The return to normal market conditions may lead many dealers to become so concerned with day-to-day problems of sales and profits that they will let customer and public relations go by the board.

"That," he said, "would be a tragic mistake. Without public confidence and good-will, dealers will find it a lot harder to maintain sales and profits. There's a very direct connection between what people think of you and where they buy their goods and services."

Langston Succeeds Noble At Charlotte Agency

J. BOBO Langston has become president and general manager of the DeSoto-Plymouth dealership at Charlotte, N. C., which will be known as Langston-Moore, Inc. Langston succeeds Robert E. Noble, who has sold his interest in the business.

Herman A. Moore, Jr., is vice-president and sales manager. Slater Logan is secretary and treasurer of the firm.

Three Vice-Presidents Named by Chrysler

ELECTION of three vice-presidents has been announced by L. L. Colbert, president of Chrysler Corp.

They are: Carl J. Snyder, operating manager who has over-all supervision of the company's operations; Robert W. Conder, director of industrial relations, and James Cope, assistant to the president and executive in charge of public relations.

Delta Manufacturing Opens Plant in Mississippi

DELTA Manufacturing Co., producer of the Freeman Head-bolt engine heater, has moved its operations to a new plant at Clarksdale, Miss. The company formerly was situated in Minnesota.

Southern distribution will be handled from the Mississippi plant, while a warehouse for distribution in the North is being maintained in North Dakota.

ONE NAME THAT MEANS everything FOR SAFE LUBRICATION

SOUND YOUR Z
100% Pure Pennsylvania
PENNZOIL
Safe Lubrication

Cash in across the board with PENNZOIL

Products shown include: PENNZOIL OUTBOARD MOTOR OIL, PENNZOIL S&L GEAR LUBRICANTS, PENNZOIL MOTOR OIL, PENNZOIL HYDRA-FLO, and PENNZOIL S&L GEAR LUBRICANTS.

Pennzoil—accepted from coast to coast as the sign of quality motor oil—offers you a ready market for the complete line of Pennzoil products.

Pennzoil quality satisfies the most exacting customer, answers every lubrication need. It means a fast-selling, low-investment "one-brand" lubrication inventory. And proved Pennzoil merchandising programs, together with consistent nationwide advertising, create extra profit opportunities by developing new customers—steady customers.

Don't miss these profits! Get the facts from your nearest Pennzoil distributor or write us for his name today.

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ONLY E-Z-EYE HAS THE SHADED WINDSHIELD!



Shading is just 1 of 5 reasons why E-Z-EYE is so popular and profitable

Yes, only E-Z-EYE windshields, made by Libbey-Owens-Ford, have the darker blue-green band at the top—the band that really takes the dazzle out of driving because it cuts down sun and sky glare. But that's only reason number one why so many cars on the road (over 300,000) are now equipped with Libbey-Owens-Ford E-Z-EYE—

- It's Safety Plate Glass—extra clear for better vision, added safety.
- It's nationally advertised in leading magazines—*Saturday Evening Post*, *Colliers*, *Time*, *The New Yorker*.
- It's now available in all General Motor cars.
- It's made only by Libbey-Owens-Ford, best known name in glass, specialists in auto glass since the early days of the automotive industry.



IF YOU SELL CARS you'll make extra commissions when you sell the E-Z-EYE option. Customers want it!



IF YOU REPLACE GLASS you'll turn routine jobs into extra profit when you replace with E-Z-EYE. And you don't have to stock it—your L-O-F Distributor is stocking it for you and can quickly supply whatever you need for windshields, windows and backlights.

E-Z-EYE SAFETY PLATE

WITH THE SHADED WINDSHIELD

Reduces glare and heat
Less Eyestrain—More Comfort



LIBBEY-OWENS-FORD GLASS CO., TOLEDO 3, OHIO

Racing News

Tim Flock Takes Lead

Tim Flock of Atlanta, Ga., was back in the lead last month for the national championship of late-model cars, according to NASCAR tabulations. He pushed ahead of Herb Thomas, Olivia, N. C., by picking up 396 points in the 250-miler at Langhorne, Pa.

Lee Petty of Randleman, N. C., winner of the Langhorne race, was in third place. Fonty Flock, winner of the Darlington 500, was in fourth place.

With more than two months to go at the time these tabulations were made, the season's results were far from certain, NASCAR officials pointed out.

Tabulations late in September were:

Driver	Points
1. Tim Flock, Atlanta, Ga.	5,606.5
2. Herb Thomas, Olivia, N. C.	5,354.5
3. Lee Petty, Randleman, N. C.	5,152.5

4. Fonty Flock, Decatur, Ga.	4,117.5
5. Dick Rathman, Los Angeles, Calif.	3,130.5
6. Bill Blair, High Point, N. C.	2,835
7. Joe Eubanks, Spartanburg, S. C.	2,784.5
8. Ray Duhigg, Toledo, Ohio	2,424.5
9. Buddy Shuman, Charlotte, N. C.	2,235
10. Buck Baker, Charlotte, N. C.	2,021

Plymouths Top Short Track

When it comes to late-model car racing on tracks of less than half mile in size, Plymouth cars hold the best record, according to statistics announced by the National Association for Stock Car Auto Racing.

Plymouths have won nine of 12 Short Track Division races and have finished among the top ten 55 times for a total of 357 points, NASCAR said.

Next come Fords with a record of two first places in 12 races and 40 finishes among the top ten for a point total of 219. An Oldsmobile scored the remaining Short Track victory.

Hudsons, which have dominated the late-model car racing in the

larger tracks of the Grand National Circuit, haven't done as well on the shorter tracks. Only eight Hudsons have raced in Short Track events. These cars have finished four times among the top ten.

Will Ruttman Hold Lead?

Troy Ruttman, winner of the Indianapolis "500" who was hospitalized August 17, still had a chance to capture the AAA championship title after state-fair championship racing was over last month. No driver had been able to put enough consistent finishes together to take the lead at that time.

Duane Carter of Culver City, Calif., was also hospitalized after taking over second place in the standings. He is out for the season. Chuck Stevenson of Fresno, Calif., moved into second place but he needed good standings in each of the remaining races to edge Ruttman, who may race Nov. 2.

Mathematically, only seven drivers had a chance to win the title late in September. Two were hospitalized, and two had only an outside chance at best.

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Part of the throng that turned out for the ice-cream social and entertainment marking the formal opening of the new used-car lot of Fretwell Motor Co. (DeSoto-Plymouth), Oklahoma City, Okla., is shown in this photo. Between 5,000 and 6,000 people attended, company officials estimated. More than 4,000 ice-cream bars were served and 3,000 balloons were given to children. Entertainment included performances by several radio personalities and square-dance demonstrations by two local clubs. Business was exceptionally good in the week following the party, company officials said, and many favorable comments on the opening were received from those attending.



Carbon-Monoxide Problems Described in Booklet

"CARBON Monoxide, Your Car and You," a comprehensive, illustrated booklet on the dangers of carbon monoxide and what can be done to minimize them, has been prepared by Andrew J. White, director, Motor Vehicle Research.

After describing the effects of carbon-monoxide absorption on the human body and how it can contribute to automobile accidents and decrease working efficiency, the 36-page booklet tells how the automotive serviceman can help overcome this danger for the motorist and for the mechanic in his shop.

Copies may be obtained from Motor Vehicle Research, 236 Huntington Ave., Boston 15, Mass. Single copies are 25 cents and bulk copies are 15 cents each, f.o.b. Boston.

Birmingham Club Visits Atlanta Ford Plant

FORD Motor Co.'s Atlanta Community Relations Committee was host to 300 members of the Birmingham (Ala.) Traffic and Transportation Club for a tour of the Atlanta assembly plant at Hapeville, Ga., Sept. 25.

The plant was selected by the club, of which Harold Mauney is president, for its annual industrial junket. The men arrived on a special train and were luncheon guests.

Members of the Ford Community Relations Committee are Chairman R. H. East, who is sales manager of the Atlanta Ford district; Russell M. Hart, executive secretary; R. C. Chinn, H. C. Dorsey, F. E. Inman, H. W. Walker, W. A. Toms and G. H. Schricker.

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Toll-Road Authority for State Is Urged by Kansas Dealers

By Charles J. Stone

THE recommendation that a Kansas turnpike authority be set up by the state legislature to study the feasibility of toll roads in the state was the subject of one of the resolutions adopted by the Kansas Motor Car Dealers Association at its

convention Sept. 25-26 at the Broadview Hotel, Wichita. (See photo on page 80.)

The proposed juncture of the Ohio turnpike with the Pennsylvania turnpike makes it necessary for Kansas to act if the state intends

to participate in the envisioned transcontinental through-way, the resolution stated. Traditional methods of highway financing have proved inadequate and 18 states have turned to toll roads for highway financing, it was pointed out.

Another resolution asked for deletion of Section 10 of the revised OPS Ceiling Price Regulation 83, which requires posting of prices and other information on cars.

The neglect of the retail selling field in education was pointed out by Joseph E. Bayne, general sales manager, Lincoln-Mercury Division, who was one of the principal speakers at the meeting. College students are directed to many fields, he said, but he did not know of a single college that recommended automobile retailing.

Must Shed Bad Habits

Dealers must shed bad habits acquired in the sellers' market if they wish to remain competitive in the buyers' market sure to come, L. W. Pierson, assistant sales manager, Motor Truck Division, International Harvester Co., told the convention.

Dealers would get more response from their elected representatives in government if they conducted their business and personal affairs in a way that would bring their usefulness to their communities to a maximum, said J. Saxton Lloyd, Daytona Beach, Fla., president of National Automobile Dealers Association.

Governor Edward F. Arn reported to the group on the progress of the 20-year highway improvement plan which was voted by the 1951 legislature.

More than 600 dealers were present. Various entertainment features were planned for dealers and their wives.

Georgians Choose Dodge For Rodeo Trucks

ALL 33 of the district champions who competed in the 1952 Georgia truck rodeo show chose Dodge trucks, according to E. C. Dock, general sales manager.

Twenty-three of the 34 drivers who competed in the Maryland rodeo chose Dodge trucks and won all places in the straight-truck and single-axle events, he said, while nine of the ten drivers in the Kansas finals chose Dodge and won eight out of nine places.

Dock and other officials will attend the national rodeo.

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Lubricated for Life!
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Unharmful by Oil or Anti-Freeze!
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Furnished for Proper Installation!

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World's Largest Independent Ford Parts Manufacturer

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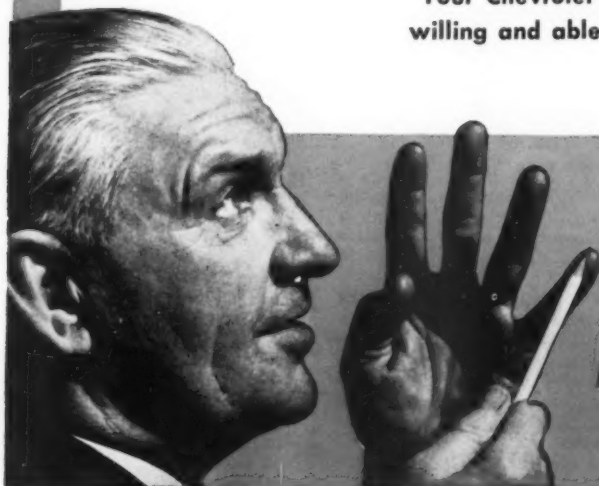
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SELL TURBO-CHARGERS

- ★ Offer the motorist the greatest aid since the invention of the gasoline engine
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35,000 mi Factory Unconditional Guarantee. Sold only through leading Dealers and Garages. Your Customers will do the selling for you. Thousands of Enthusiastic users.

If you are interested in making more money, Phone, Wire, or Write.

TURBO-CHARGER SALES CO.
TYLER, TEXAS



Joseph W. Sognier has been promoted to manager of the Southeast regional car sales department of Ford Division. A native of Savannah, Ga., he joined Ford in the Washington district office in 1946. In his new assignment he will supervise car sales activities in all or part of 12 states on the Atlantic Seaboard from Pennsylvania south.

Auto-Lite to Present Another "Parade"

THE "Easter Parade of Stars" automobile show will be held at the Waldorf-Astoria Hotel in New York for six days during Easter week, it has been announced by Royce G. Martin, president and chairman of the board of The Electric Auto-Lite Co., which will again play host to automobile manufacturers in a spring showing of their latest models.

A coast-to-coast televised view will be provided on Tuesday night, April 7, and will be filmed for later use by stations not on the cable at that time.

Last year's three-day show at the Waldorf attracted a large crowd and was seen by many others on a coast-to-coast television presentation.

1953 Maid of Cotton Will Receive Ford

FORD dealers of the Memphis, Tenn., district will present a Ford convertible to the 1953 Maid of Cotton, to be chosen Dec. 30 in that city.

The car will be a symbol of the close working relationship between the cotton industry and the automotive industry, it was stated. The automotive industry is the largest cotton consumer, with an annual consumption rate of close to 750,000 bales.

The car will be delivered at the end of the Maid's fashion tour.

Registrations Drop Sharply Because of Steel Strike

SHARPLY reflecting restricted sales due to the steel strike, registrations of new passenger cars for August are expected to drop to the lowest point for any month since February, 1947, R. L. Polk & Co., Detroit statisticians, reported Oct. 2.

Approximately 214,000 passenger cars were licensed during August. This compares with 340,454 cars registered in July. In August, 1951, total registrations were 424,422 cars.

While full production was resumed in August, the registrations reflect the lack of new cars during July and June. The industry has suffered a severe blow, the August figures revealed, and may be several months recovering.

New-truck registrations for August were expected to be around 58,000 units, a considerable drop from the previous month, when 72,134 new trucks were licensed.

H. E. Churchill Heads Up Studebaker Engineering

HAROLD E. Churchill has been named vice-president in charge of engineering for The Studebaker Corp., succeeding the late Standwood W. Sparrow.

Several promotions to the engineering operation committee have been announced by Churchill. They include: E. J. Hardig, chief passenger-car engineer; W. W. Smith, chief administrative engineer; A. G. Laas, chief product engineer; R. E. MacKenzie, chief truck engineer, and M. P. deBlumenthal, chief research engineer.

Churchill has been with Studebaker for 26 years. At the time of Sparrow's death in August, he assumed active direction of the engineering department.

Ball Heads Operations At W. Va. Plant

DONALD L. Ball has been elected vice-president of American Container Corp., subsidiary of Gould-National Batteries, Inc., it has been announced by Hobart J. McKay, president of American.

Ball will be in charge of the subsidiary's battery-container plants at Huntington, W. Va., and Rock Island, Ill. His headquarters will be at the Huntington plant. He had been manager of the Rock Island plant since 1947.



These four men figured in recent promotions in the field sales organization of the Oldsmobile Division. They include (l. to r.): Harry F. Banks, H. C. Gepp, Roland E. Gifford and Edward D. Ruth.

Oldsmobile Transfers Ruth From Charlotte Territory

EDWARD D. RUTH, formerly zone manager for Oldsmobile Division at Charlotte, N. C., has been made manager of the Detroit zone. Ruth was assistant zone manager in Detroit before being transferred to Charlotte in 1951. He has held various field sales assignments in Washington, Kansas City and other cities.

Roland E. Gifford, formerly assistant zone manager at Charlotte, has succeeded Ruth there. He joined the division in 1942 and had been advertising manager and district manager in the Detroit zone before going to Charlotte as assistant zone manager.

Harry F. Banks, formerly Detroit zone manager, has been named Central regional manager. His territory includes parts of West Virginia, Kentucky and several other states. Since joining the division in 1933, he has held a number of field positions and was for a time the regional manager at Memphis, Tenn.

H. C. Gepp, formerly national used-car merchandising manager, has been named manager of the Dallas zone.

Poole Named at Gainesville

Harry Poole of Poole-Gable Motors (Dodge-Plymouth) has been named president of the Gainesville (Fla.) Automobile Dealers Association. George Montgomery, Pontiac, is vice-president and J. R. Crane, Studebaker, is secretary-treasurer. Directors include T. J. Hawes and Aubrey Melton.

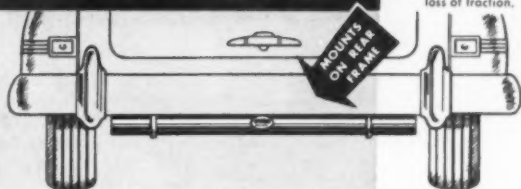
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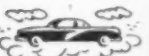
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Members of the Society of Fleet Supervisors of Greater Miami are shown at a regular monthly meeting, which is usually concluded by a general round-table discussion.

Miami Fleet Supervisors Form Active Group

THE Society of Fleet Supervisors of Greater Miami, a branch of the national organization, is now an active group in that Florida city, holding meetings once a month to help fleet supervisors keep abreast of the latest information and trends in their field.

Associate members, consisting of trade firms or purveyors, are allowed a half hour at each meeting to show, by appointment, their merchandise or present information that would be beneficial to members of the society. The remainder of the program is devoted to business, followed by a "bull session."

Although the fleet supervisors may have different problems, the combined knowledge that is shared at these meetings is of great benefit to all fleet owners attending, officers of the society believe.

Henry Allen, superintendent of automotive equipment of the Florida Power and Light Co., is president. At 32, Allen is in charge of a fleet of 784 units. More than anything else, his primary concern is to place the proper equipment on specific units.

Vice-President L. B. Dial is with Maule Industries, where he has a fleet of 259 trucks, including 94 mixer units, and 41 passenger cars. His greatest problems are dust, sand and heavy loads.

G. C. Davis, secretary-treasurer, is general superintendent of Cheely Lumber Co., where he supervises 25 units along with his other duties.

Directors include: Armlon "Bud" Leonard, owner and operator of Leonard Brothers Transfer Co.; R. K. Dawson, fleet superintendent of Florida Dairies; Earl Tracher, fleet superintendent of Overseas Transportation, and P. H. Winchell, fleet superintendent of the Miami Laundry Co.

An idea of the different problems of fleet operation is given by those facing the officers of the society. Allen and his trucks do some line maintenance out in the Everglades, where it is sometimes necessary to build a road or lay track for equipment or use air boats. Dial's problems are hard roads and dusty conditions. Davis is concerned pri-

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marily with hauling lumber and building supplies and as a rule his equipment travels on hard roads until it is ready to unload. Leonard's problem is moving heavy equipment, which calls for cranes, jacks, blocks and skilled operators. Dawson and Winchell have the problem of door-to-door delivery, while Tracher is concerned with over-the-road units.

Hobbies of the various members come in for a share of attention too. Dawson's sportsman car racer, advertising Florida Dairies, and his driver, "Rags" Carter, are familiar figures at Medley Race Course at Miami.

The engine block assembly for his racer cost \$500, giving some idea of how involved racing can be. The sport can grow into an expensive hobby unless trophies are won. But Dawson's car and Carter's driving have made a winning team.

The fellowship and information make the monthly meetings very worthwhile, all members feel.

Alabamians Will Honor "Mr. Dealer of 1952"

A BRASS plaque giving recognition to an outstanding Alabama automobile dealer will be awarded during the convention of the Automobile Dealers Association of Alabama, Inc., to be held Oct. 26-28 at the Buena Vista Hotel, Biloxi, Miss.

Any individual or group, either in the industry or out of it, could nominate an Alabama dealer for the "Mr. Alabama Automobile Dealer of 1952" award. The award will be made on the basis of outstanding service to the dealer's industry, state and community. Nominations closed Oct. 5.

The winner will be selected by a jury of awards composed of Chief Justice of the Supreme Court J. Ed Livingston; Dr. Ralph B. Draughon, president of Alabama Polytechnic Institute, and the Right Reverend C. C. J. Carpenter, bishop of the Episcopal Diocese of Alabama.

Livingston will make the presentation at the annual banquet, according to Frank R. Broadway, executive vice-president of the association.

Jones Dies at Lakeland

Hammond Jones, 59, who operated an automobile agency for 27 years, died last month at Lakeland, Fla. He moved from Jacksonville to Lakeland when he was a young man.

L. L. Colbert of Chrysler Honored by Texans

LESTER L. Colbert, president of Chrysler Corp., and three other Detroit executives were honored with a recent luncheon by the officials of the First National Bank of Dallas, Texas.

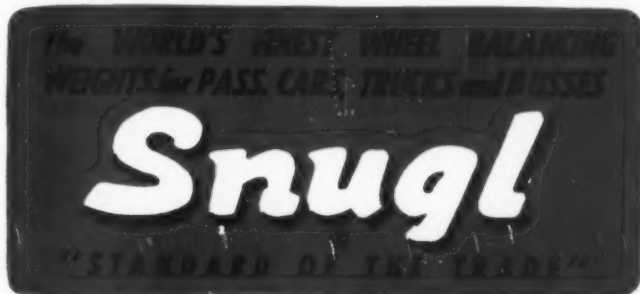
The Detroit executives, who were visiting Colbert at his farm near Oakwood, were W. C. Newberg, president of Dodge Division; W. O. Briggs, Jr., executive vice-president of Briggs Manufacturing Co.,

and J. T. Smith, president of the Detroit Harvester Co.

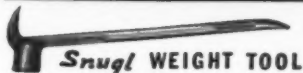
A native of Oakwood, Colbert makes frequent trips to his farm there.

Atlantians Hear about Ford

The Ford overhead-valve engine was the subject of the principal address at the September meeting of the Atlanta Group of the Society of Automotive Engineers. Paul M. Clayton, assistant engine engineer for Ford Motor Co., spoke.



When you buy Snugl you can be sure of getting the finest Wheel Balancing Weights on the market . . . designed right and made right to give better balance and better fit. Exclusive DOVE TAILED Steel Spring Clip . . . Beveled edges allow easier application and prevent clip from gouging into tire. The name Snugl (Registered Trade Mark) on every weight is your guarantee of complete satisfaction.



for easy application and removal of wheel weights, wheel covers, trim rings or hub caps. Tool is 12" long.

FREE! No. 2 Snugl Weight Tool, 6" long. Especially designed for easy removal of weights on inside of wheel. We will send you this new weight tool free and without obligation . . . just mail coupon.

Mail this coupon TODAY

Snugl WHEEL WEIGHT MFG. CO.
824 E. Elm St., Kokomo, Indiana

Please send us Free of charge your No. 2 Weight Removing Tool.

NAME

FIRM NAME

FIRM ADDRESS

CITY STATE

British Car-Buying Program Helps Touring Americans

THE "car-in-your-pocket" plan, by which Americans vacationing in Europe can purchase a British automobile in this country for delivery abroad, is enjoying mounting popularity each year, according to Brian Rootes, in charge of the North American interests of the Rootes Group, makers of the Hillman Minx, the Sunbeam-Talbot, Humber and other cars.

Overseas sales now average 14 cars to every one sold in 1948 when this delivery plan originated. This past summer's deliveries, he reported, are 78 per cent above the 1951 mark.

For Americans who visit Europe with the "car-in-your-pocket" plan, the arrangements are very simple, stated Rootes. They purchase their car through one of the 400 Rootes dealers in the United States. Their new car awaits their arrival abroad at the Rootes depots in London, Paris, or almost any other large European city designated by the purchaser. Then, upon completion of the tourists' holiday or businessman's trip, the Rootes organization



"I'm afraid a car's insides isn't my specialty."

facilitates delivery of the same car to their home in the United States.

The big month for orders is in March, and the greatest number of

deliveries are made in the latter part of June. Cooperating with Rootes in promoting this plan for American tourists are travel agencies throughout the country.

As the shipping cost for a medium-sized American automobile to Europe and return is approximately \$450, and a special European insurance policy for three months is approximately \$120, there is a considerable saving to the American purchaser, providing, of course, he is in the market for a new automobile.

Also, because gasoline in Europe costs the motorist up to 70¢ a gallon, it also constitutes a saving to the small-car purchaser. Since the American's average tour of Europe covers 5,000 miles, this gasoline economy can amount to \$140.

These English-made cars also are more adaptable to the winding, narrow roads so common in Europe, he said, and yet designed to perform well on highways in this country.

Boll Named Manager Of Cummins Sales

C. R. BOLL, Jr., has been appointed general sales manager of Cummins Engine Co., Columbus, Ind. He formerly was manager of engine sales, a position he had held since 1948.

He now will be in charge of engine, parts and contract sales, as well as regional organization, advertising and sales development.



Shhh ... (quiet!)

- Easy to install ... 1 minute
- Stops valve clicking noise.
- Lubricates rocker arms.
- Protects against condensation.
- Strains out dirt and grit.
- Sizes for all valve-in-heads.

Mechanics approve Crown Valve Pads because they are easy to install, need no mechanical adjustment, and make satisfied customers.

We manufacture overhead valve pads for: Chevrolet cars and trucks, GMC trucks, Buick, Nash, Studebaker, International trucks, Olds 88 and 89, Ford 6 and Lincoln.

the original OVERHEAD VALVE PAD

manufactured only by

EARL ESTES Manufacturing Co.

UNION CITY, GEORGIA



Efficient Use of Machine Shop Helps Floridian Speed Service

DEVELOPING an extensive system of exchange units, with the reconditioning work done in his own machine shop, has helped A. L. Lilly, general manager of the parts and service departments of Daytona Motor Co., Daytona Beach, Fla., give better and faster service to car owners.

J. Saxton Lloyd, president of National Automobile Dealers Association, heads this Buick-Cadillac dealership.

"Our method has several advantages," Lilly said. "First, it minimizes the time the car is in the service department, getting the owner on his way quicker.

"Second, the responsibility for care of special tools can be pinpointed, since these tools stay in the machine shop.

"Third, it allows the machine shop to recondition units in slack periods.

"Also, by selling the exchange program as a package deal, in the event of a price complaint, it is simple to explain that the old unit is being reconditioned after the owner is gone, allowing him to use his car much quicker than waiting for a complete job.

"We find that by departmentalizing and specializing, production per man is greatly increased. Despite the fact that we have a service department considerably larger than in many comparable cities, we are often crowded for room. Since we do not plan to increase the size of our buildings, we are compelled to approach the problem of increased production per stall in every way possible.

"We find that by having exchange units ready, we can increase each mechanic's output. On all Buicks and Cadillacs having valve-in-head engines, we keep a 'float' of heads with carbon cleaned, springs tested, valves resealed and painted, thus speeding up valve jobs and delivering car to the owner in a little over half the time usually required.

"On our makes of cars we also have brake drums refaced, shoes relined and shimmed to match the drum, master cylinders and wheel cylinders reconditioned and ready for the mechanic to install.

"The machine shop reconditions all of the above units. When a mechanic is assigned one of these repair jobs, he simply takes off the

old unit or units and exchanges with the machine shop.

"The tune-up mechanics have a large 'float' of carburetors and fuel pumps for all models of Cadillacs and Buicks, greatly increasing the flow of jobs through this department.

"We employ 50 persons in the

parts and service operations. We write some 20,000 repair orders per year and the system outlined has proven very satisfactory for us."

The importance of management and the need for modern equipment in maintaining such a service were also emphasized by Lilly.

Lincoln Names Mueller

Carl H. Mueller has been appointed director of engineering of Lincoln Engineering Co., manufacturer of lubricating equipment.

**There's a
Clean PROFIT
for YOU in...**

*Steam
Cleaning*

**For faster, easier &
more economical
steam cleaning, buy the**

SPONTANE

You will be amazed with the efficiency and the new, exclusive features of HT-150. This new model Spontane steam cleaner, with built-in water vaporizer and Hydro-Therm flow will put you way ahead of competition. The exclusive Hydro-Therm system of mixing detergents with hot water steps up the efficiency and lowers the cost of detergents. The exclusive water vaporizer feature intensifies combustion heat and cuts fuel costs.

Other Spontane features which make it the outstanding steam cleaner on the market today are: AUTOMATIC PRESSURE CONTROL, AUTOMATIC IGNITION, CONTINUOUS DUTY ELECTRIC MOTOR, SMOKELESS OIL BURNER, BIG PUMPING CAPACITY, WATER-JACKETED HEATING COIL, DURABLE STEEL CONSTRUCTION, BAKED ENAMEL FINISH, PORTABLE, WIRE-WOUND HEAVY DUTY STEAM HOSE, COOL SHAFT CLEANING GUN.

STEAMBRADER (better than a sandblaster, cleans with wet abrasives)

SUPPLIES: Spontane Steam Cleaning Compounds, Spontane Crushed Granite Abrasives for STEAMBRADERS and for all types of sand-blasting equipment.



**STEAM
CLEANER**

**Write for Details and
Specifications Today**

SPONTANE MODELS:

HT-90 (similar to HT-150, described above, but smaller capacity)

HT-100 (medium capacity, between HT-90 and HT-150)

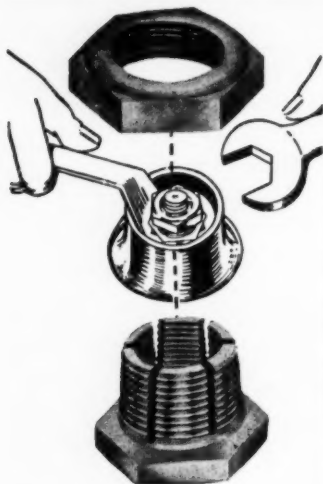
HT-150 (big capacity)

HALLS

INCORPORATED

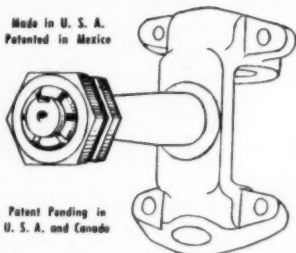
SPONTANE

LITHONIA, GEORGIA



The NEW CLAMP-LOCK NUT

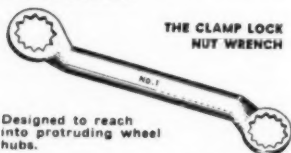
Made in U. S. A.
Patented in Mexico



Patent Pending in
U. S. A. and Canada

- More Gripping Power!
- No Key Needed!
- Every Nut Tested and Guaranteed to be a good workable nut.

The Clamp Lock Nut is far superior to any ordinary nut. Tapered threads grip the spindle like WELDED. No rethreading is necessary on old worn threads. Nuts made for autos, trucks, tractors, and all purposes.



Designed to reach into protruding wheel hubs.

Ask your Jobber, Dealer, or write to



SCHWAIGER
MANUFACTURING COMPANY

P. O. BOX 154, CULLMAN, ALABAMA

"Day in Life of Dealer" Planned for Virginians

IN ADDITION to addresses by several outstanding speakers, the annual convention of the Automotive Trade Association of Virginia will feature the skit, "A Day in the Life of an Automobile Dealer." The convention will be held Oct. 27-29 at the John Marshall Hotel, Richmond.

The play will portray the life of a dealer from the time he eats breakfast until he leaves his work to go home for dinner. The cast of 15 will include dealers, state officials and semi-professional actors.

"The skit will be a fine presentation, one which every dealer, and especially his wife, should see," said John E. Raine, general manager.

The line-up of speakers for the meeting includes: Arthur H. "Red" Motley, publisher of *Parade Magazine*; Joseph E. Bayne, general sales manager of Lincoln-Mercury Division; Karl M. Richards, manager of field services, Automobile Manufacturers Association, and Audley H. Ward, Clemson College Extension Service.

Two luncheons, two cocktail parties, two evenings of entertainment, a dance, an Old Timers breakfast and a midnight snack bar will highlight the entertainment features. Special entertainment is planned for ladies attending the convention.

New Marketing Department Organized by Packard

PACKARD Motor Car Co. has set up a new marketing department which will include eastern and western divisions, a special Pacific Coast division, three marketing services divisions at headquarters and two special divisions for export sales, according to Fred J. Walters, vice-president and general sales manager.

O. Frank Frost is assistant general sales manager in charge of the western division and Roy Abernethy is assistant general sales manager for the eastern division. LeRoy Spencer heads Pacific Coast operations.

C. E. Briggs, with Packard since 1939, is marketing manager with the headquarters executive group. He will be in charge of product and market planning, car distribution, parts and accessory merchandising, sales analysis and organization and field business management.

Robert W. Straughn has been named merchandising manager. He

will be in charge of national advertising, sales promotion, sales training and national used-car merchandising.

The third headquarters division will be headed by J. A. Carr, with responsibility for general service.

Hugh W. Hitchcock, who has been with Packard since 1920 in advertising and merchandising positions, will head a new owners' relations department.

James H. Riggs, formerly with Ford Motor Co., heads a new marketing research and forecasting department.

F. L. Armstrong, with the firm for eight years, has been appointed executive assistant to Walters.

Each of the field operations has seven zone offices. Abernethy will administer those at Atlanta, Boston, New York City, Philadelphia, Pittsburgh, Syracuse and Washington. Frost's territory includes the Detroit office, as well as Chicago, Cincinnati, Dallas, Kansas City, Minneapolis and St. Louis. The Pacific Coast offices are at Los Angeles, Phoenix, Portland, Reno, Salt Lake City and San Francisco.

Tractors May Have Power Steering

BECAUSE farm tractors are driven some 634 hours a year on an average farm, or for eight hours a day for three months, power steering will undoubtedly be developed in the near future for these farm mechanical units, declared Fred M. Ison, general sales manager of the Saginaw Steering Gear Division of General Motors, at the SAE national tractor meeting last month.

"For with power steering," he stated, "the physical beating a tractor operator gets is greatly reduced, and the hydraulic unit absorbs most of the shock or kick-back. Younger sons, daughters, even wives, can handle the family tractor equipped with such a unit."

"Moreover, power steering, in reducing fatigue, brings a greater return for a given amount of effort expended, important in these times of reduced labor forces and increased production demands."

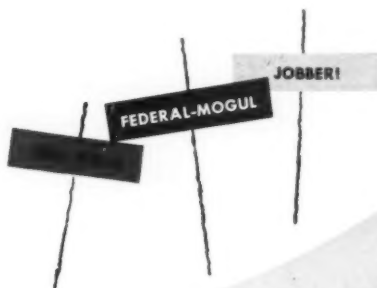
"Driver fatigue," Ison concluded, "is responsible for operator carelessness in farm tractors and carelessness is a prime cause of accidents. Since power steering does materially reduce driver fatigue the safety-conscious farmer will find it a big help in reducing costly accidents where they often occur—on the farm tractor."

BOWER

TAPERED AND STRAIGHT ROLLER BEARINGS

For Fast Service on Roller Bearings

For top-quality roller bearings, and the fastest, most dependable service . . . get Bower roller bearings from your Federal-Mogul jobber! Get highest-accuracy tapered and straight roller bearings in ONE line—the Bower line! They're brought to you by the biggest service network in the bearing business . . . you can depend on Federal-Mogul *SERVICE!*



FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)

DETROIT 13, MICHIGAN

Houston-Galveston Super Route Increases Value of Texas Land

IN ADDITION to reducing traffic congestion, the Gulf Freeway in Texas, as well as other super-highways, seems to speed the economic development of the surrounding territory, the Automobile Manufacturers Association stated last month.

Although the 50-mile freeway, which extends from Houston to Galveston, was completed only last spring, some adjacent properties have increased in dollar value more than 65 per cent since 1946, when road construction was first begun, according to a recent survey by the Texas Highway Department.

All along the freeway, property is being developed and improved. In five years, one area that formerly contained shabby homes and a few light industries has become a pleasant residential community, with a modern retail business section and a row of neat new factories.

Another section which consisted largely of vacant land selling for 19 cents a foot in 1940 has become an

industrial area, with property currently worth \$1.30 a foot.

A similar section, mostly vacant ten years ago, is being built up with multiple apartment buildings.

One residential area southeast of Houston had poor access to the city's central business district prior to construction of the freeway. Improved transportation has caused a new demand for homes in the area, increasing property values 78 per cent above the 1945 level.

In spite of this rapid progress state highway officials predict that it is only a beginning. They say that the full influence of the freeway upon adjacent lands will not be realized for a number of years.

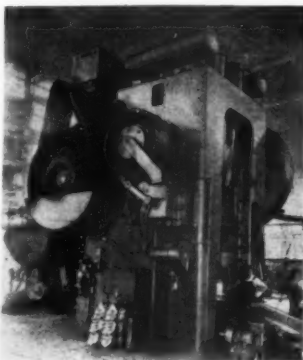
Strode Dies in Texas

William Oliver Strode, 41, manager of Rountree-Brown Motors, Inc., Houston, Texas, was killed in an automobile collision near Humble, Texas, last month.

Continuous Forging Speeds Crankshaft Production

HIGH-QUALITY automobile crankshafts now are produced practically automatically by a continuous press forging process at the new crankshaft press shop of the Chrysler Corp.'s Dodge forge plant in Detroit, which turns out forgings two to three times as quickly as former methods.

Automatic processes take steel billets from the storage yard and deliver them, at proper forging heat, to one of the largest mechan-



This 6,000-ton forging press is an important part of the continuous forging operation at Chrysler.

ical forge presses ever built. Through subsequent processes of forging, trimming, flange forging, straightening, heat treating, cleaning and centering drilling, the operation is highly mechanized.

A system of electrical, mechanical and hydraulic devices, time-controlled or actuated by various trips or photoelectric cells, maintains the flow of materials. Nearly 11 miles of electrical wiring ties in the various elements of handling and moving materials, operating the furnace, the main and supplementary presses, the heat-treating furnaces and the numerous blowers.

Three elements in the system are of special interest. One is a giant, 6000-ton, high-speed press.

Another is a rotary, doughnut-type, billet-heating furnace, about 32 feet in diameter, which receives, heats and discharges crankshaft billets automatically. A third feature is the automatic heat-treating and tempering furnaces, which handle the crankshaft forgings suspended vertically throughout the process of heating, quenching and tempering.

Why Clean Metal Parts



**NO BRUSHING
NO SCRAPPING
NO HEATING**

Metalclene is made under an exclusive Bendix formula. There are many copies, but there is no substitute. When you order, be sure to specify and get the original Bendix® Metalclene.

REG. U.S. PAT. OFF.



Just Dip 'em in Dirty - Pull 'em out Clean

BENDIX PRODUCTS DIVISION of
SOUTH BEND 20, INDIANA



Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.



K. E. Staley has been named assistant general sales manager of Chevrolet Motor Division in charge of the western half of the United States. He joined the division in 1928 at Dallas, Texas. For a time he was assistant regional manager at Kansas City and regional manager at Dallas. He had been Chicago regional manager since 1950.

General Motors Expands Canadian Operations

PLANS to spend \$40,000,000 on current and projected construction in Canada between now and 1953 have been announced by C. E. Wilson, president of General Motors Corp.

The expenditure includes projects at all four of the corporation's Canadian divisions—General Motors of Canada, Ltd.; McKinnon Industries, Ltd., of St. Catharines; General Motors Diesel, Ltd., of London; and Frigidaire of Canada, Ltd.

Fort Lauderdale Elects Slaton

George R. Slaton, Slaton Chevrolet Co., has been elected president of the newly-organized Fort Lauderdale (Fla.) Automobile Dealers Association. J. B. Crouch, Buick, is vice-president and E. J. Lovern, Ford, is secretary-treasurer. Directors include George W. King and F. B. Sawyer.

Leverett Dies in Gainesville

O. B. Leverett, 46, Ford dealer at Gainesville, Ga., died last month from a cerebral hemorrhage. A native of Covington, Ga., Leverett was associated with Ford Motor Co. in Atlanta before taking over the agency in Gainesville.

Pontiac Advances Leighton

Ralph W. Leighton has been appointed assistant to the general

sales manager of Pontiac Motor Division. For a time he was Pontiac car distributor in the Atlanta and St. Louis Chevrolet assembly plants and zone distributor at Oklahoma City. Most recently he was car distribution manager.

Ocala Dealers Name Dingman

John C. "Jack" Dingman of Russ Dingman & Son (Cadillac-Pontiac) is now president of the Ocala (Fla.) Automobile Dealers Association. H. M. Hodges, Studebaker, is vice-

president and William L. Waller, Dodge-Plymouth, is secretary-treasurer.

Van Tyne Named in Texas

Gayle Van Tyne, Pontiac-Cadillac dealer, has been elected president of the Brownsville (Texas) Automobile Dealers Association. Jeff Stewart, Studebaker, is vice-president and Dennis Witte, Lincoln-Mercury, is secretary-treasurer. Directors include Jesse Dennett, J. E. Hausman and Carl Murphy.



A 132

Among the handiest of all screw drivers. Handle 1 1/2" x 1 1/2" for plenty of torque. Blade 1/4" x 1 1/4", overall length only 3 1/4"!



CS 107

A real kit of shorts. Blades from 1/8" to 7/16" wide. Belongs in every mechanic's tool chest!



C 56

A typical square blade screw driver of the Vaco heavy duty line for handling toughest driving jobs! Practically impossible to damage! Never wears out!



ZH 65 KIT

Newest of Vaco's multiple-blade, single handle kits for work on late model cars. 5 different clutch-head drivers at a new low cost! Regular, Phillips, Allen and other type kits also available.

**For Hard-To-Reach Spots . . .
For Special Type Screws . . .
For Extra Tough Jobs . . .**

**DEPEND ON
VACO Break-Proof
Shock-Proof
SCREW DRIVERS**

No matter what the need, you can *always* find a Vaco driver to fit *every* screw!

Vaco "Stubbies" and "Shorties" are ideal for close quarter work on late model cars . . . where the width of a hand is a tight fit. The famous Vaco "square blade series" drivers turn the heaviest screws . . . even those requiring a 9/16" blade. And the new Vaco Kits . . . including the very latest in clutch-head, Phillips, regular and Allen drivers . . . can't be matched by anything else on the market.

Yes—for variety, quality, service and price, Vaco *leads the field*. Handles are of break-and-shock-proof, fire-safe Amberyl! Blades are of tough, electrically heat treated Chrome Vanadium steel! And prices are competitive . . . *always!*



**317 EAST ONTARIO STREET
CHICAGO 11, ILLINOIS**

In Canada: Vaco-Lynn Products Co., Ltd.

LYNN *Lightning* SOLDERLESS TERMINALS

Solve the terminal problem with the famous Lynn Service Kit. Includes crimping tool and complete assortment of solderless terminals and insulation tubing for every automotive need. Bored in beautiful, handy, clear plastic case. Re-fills available in \$3 packs.



Here Are Workable Suggestions For Handling Public Relations

A NUMBER of specific, practical ideas for automobile dealers to incorporate into their public-relations programs formed the basis of a panel discussion at the annual convention of the New Mexico Automotive Dealers Association at Gallup, N. M., Sept. 12-13.

After some general comments on public relations and a review of the Roper report on what the public thinks of automobile dealers, which was prepared by the National Automobile Dealers Association, Panel Moderator H. L. Galles, Jr., Galles Motor Co. (Chevrolet-Oldsmobile-Cadillac), Albuquerque, N. M., called on members of the state association's public-relations committee to present specific ideas for improved public relations.

The following suggestions were made by Leo J. Valdes of Las Cruces, Frank Jones of Albuquerque, E. R. Wood of Santa Fe and T. E. Walkey of Silver City:

1. Aggressive "Get-out-the-Vote"

campaign to be waged this fall.

2. Provide all employees with one hour off during election day to vote.

3. Where possible, have dealers institute program of pinning a suitable badge on each individual after he has voted on election day.

4. Further driver-training program through high schools.

5. In areas where applicable, have dealers' payrolls paid in silver dollars for distribution to merchants of the community. This emphasizes dealers' contribution to the community's economy.

6. Encourage boys clubs, etc., to visit dealers' places of business in regard to vocational guidance.

7. Dealers should recognize their obligation to their own community and be willing to serve in civic activities, such as Community Chest, Red Cross, etc.

8. Develop local trade-association advertising among dealers to outline the advantages of patronizing franchised new-car dealers.

9. Provide educational program for the community, outlining dealer's contribution to the community economy.

10. Follow through on NADA envelope stuffer program.

11. Dealer should take definite steps to assist in promoting highway safety.

12. Dealers should organize a local traffic survey committee to assist in off-street parking, etc.

13. Amplify statement made at convention, "Develop willingness to serve instead of willingness to get."

14. Set up procedure whereby each dealer will send personal letters to individuals in his community who have received special honors, who have been appointed to high office or otherwise gained some special recognition.

15. Suggest dealers in each community offer a letter of sympathy to individuals regarding illness, etc.

16. Provide organization of school-boy patrols. Furnish uniforms and help in other ways.

17. Sponsor athletic teams among the younger children of the community.

18. Sponsor boys' choir.

19. Stress institutional type of

LOWEST PRICE QUALITY Valve Refacer



If it's made by Lee
it's a "Knock-Out"

MODEL K 403

SEE YOUR
AUTHORIZED
K. O. LEE
DISTRIBUTOR
OR WRITE
FOR
COMPLETE
LITERATURE

K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA
WET VALVE REFACERS • VALVE SEAT GRINDER SETS • STUD WRENCHES
VALVE SEAT INSERTS • RESEATER SETS • ELECTRIC DRILLS • SANDERS
ROD ALIGNERS • POLISHERS • HAND GRINDER SETS • REAMER DRIVES

POWERFUL AUTOMOTIVE VACUUM CLEANER

at
LOW, low price

Service stations build trade; auto dealers raise car values with fast, portable Pullman Auto Vacuums. Powerful universal motor, lifetime-lubricated bearings, electro-welded steel container holds 1½ bushels of dirt or litter, red baked enamel finish, plug-in casters, 35' cord, 10' hose, 5" upholstery tool and 27" crevice tool complete only \$164.45 less trade discount. Flexible accordion hose not damaged if run over, stretches from 6' to over 14', \$5.50 extra. Send for name of nearest dealer.

Jobber inquiries invited.

Pullman

PULLMAN SALES CORP.
MFR: BOSTON 19, MASS.



advertising. Let your advertising imply that the advertising message can be brief, due to the knowledge and confidence the community has in your firm.

20. Stress in every practical manner the essentiality of the automobile today as it pertains to our way of life.

21. Work with youth of community. Encourage their interest in the automobile business.

22. Prepare programs for luncheon clubs, etc., which outline definite facts pertaining to the business of new-car dealers, such as: Average number of years in business of all automobile dealers, average payroll of automobile dealers, percentage of dealers serving on local boards, average contributions to chests and civic programs by dealers; stress the national total estimate of all new-car dealers regarding dollars for payroll and number of persons employed.

23. Appoint a public-relations committee in each local dealers' association to follow through in seeing that a well-planned public-relations program is carried out, including adequate publicity of activities.

Chrome-Protection Market Due for Sharp Growth

BY NEXT summer the potential market for chrome protection will include 3,000,000 to 4,000,000 cars not yet chrome coated, 1,000,000 or more cars which need re-

coating and several million 1953 cars, Dr. C. W. Walton, general manager of the Minnesota Mining and Manufacturing Co.'s Adhesives and Coatings Division, predicted last month.

An estimated 7,200,000 cars that have been registered since an NPA order in January, 1951, sharply reduced and in some cases eliminated nickel for use under chrome now need protection, Walton said.

Although chrome coatings have been available for several years, the first widespread use followed the government's restriction on nickel for automotive chrome, it was said. In the winter and spring of 1951, an estimated 1,000,000 motorists bought chrome coatings. The following year the rate doubled.

Some 40 companies now market liquid coatings designed to prevent rust on chromed metal. Retail prices average about \$1.50 for an eight-ounce can.

Nash Claims Unfairness In NPA Allotment

NASH Motors sales of cars continue to support the company's claims of unfairness on the part of NPA in fixing "per cent of industry" figures, H. C. Doss, vice-president in charge of sales, said last month.

Registration figures for July, latest available, show Nash sold 4.26 per cent of industry production, compared with 3.42 per cent allotted beginning Oct. 1.

Shown here are two typical pages from SCADAbrain Komiks, which was published to give members of the South Carolina Automobile Dealers Association a preview of some of the events in store for them at the annual convention at Myrtle Beach, Sept. 20-22. The "comic book" was prepared under the direction of Mrs. Ella W. Ford, executive secretary. It gave dealers many a chuckle, as well as information on the meeting.



Here's Why DOUGLASS MUFFLERS are EASY to SELL

- Fully Guaranteed
- 16 Gauge Steel Tube Construction
- Will not Blow Out - Burn Out
- Douglass Dual Tone

Outlasts 4-5 Ordinary Mufflers

A MUFFLER FOR EVERY CAR

DOUGLASS offers Volume Sales due to increasing Popularity—Quality Popular Prices.

Douglass Sells by National Advertising—Promotion—Dealers Aids Counter Displays—Mats.

IMMEDIATE COMPETENT SERVICE on all orders and inquiries.

DOUGLASS "High Bracket" discounts available to Jobbers—Distributors

Douglass Muffler Mfg. Co. offers the most complete line of Mufflers—Dual Sets—Headers—Balanced Exhaust System and Muffler accessories in its field. Douglass Mufflers are noted for their exceptional Quality and Sales Appeal.

A strong tested National Advertising and promotional campaign backs the efforts of all Douglass Jobbers—Distributors and Dealers.

WRITE TODAY for complete detailed Douglass 1952 Jobber—Distributor Plan High discounts. Fast service.

Douglass Muffler Mfg. Co.
1916 W. Valley Blvd., Dept. AN-10
Alhambra, Calif.

Florida Tops All Other States For Gain in Car Registrations

SOUTHERN and western states showed the greatest growth in passenger-car registrations from 1941 through 1951, with Florida recording an increase of 95 per cent to lead the nation.

New Mexico had a 91 per cent increase, while Texas tallied a gain of 70 per cent. Virginia, Tennessee, Georgia, Alabama and Louisiana all had increases of more than 60 per cent. The national average was 44.2 per cent.

These and other statistics on the automotive industry are contained in the 1952 edition of *Automobile Facts and Figures*, published last month by the Automobile Manufacturers Association.

Total passenger-car registrations for the country increased 5.8 per cent from 1950 to 1951, although new-car production dropped to 5,336,935 last year. Passenger-car production in 1950 totaled 6,665,863 units.

Truck and bus production in 1951

was 1,428,328 units, compared with 1,337,193 during 1950. These figures include military vehicles.

An interesting sidelight is the fact that nine per cent of passenger-car sales in 1951 were "hard tops." In 1950, these models totaled only four per cent of sales.

Used cars two years old sold in the greatest volume, accounting for 22 per cent of all used-car sales. Almost half of the new cars and 60 per cent of used cars sold during 1951 were financed on some type of installment plan.

Average car age in 1951 was 7.1 years, compared with 7.8 years in 1950 and 5.5 years in 1941. Last year 43 per cent of passenger cars on the road were prewar models. Thirty-four per cent of trucks were prewar models and average truck age was 6.6 years, compared with seven years in 1950 and 5.6 years in 1941.

Average age of cars at the time they are scrapped has risen to more

than 13 years, with mileage at scrappage time averaging 116,500.

Sales of replacement parts and accessories during 1951 increased 28 per cent above the 1950 figure. The wholesale value of these parts was the highest since the record year of 1948.

Motor vehicles in the United States traveled a record 482,000,000 miles last year, representing a 45 per cent increase over the 1941 total. Average mileage per passenger car last year was 8,900, a slight decrease from the 1950 figure.

Nearly two thirds of the families in the United States own automobiles and 12 per cent own two or more cars. There is one passenger car for every 1.2 families and for every four persons. The ratio of population to motor vehicles of all kinds is three to one in the United States, compared with 32 to one for the world as a whole.

The United States produced 72 per cent of the motor vehicles made in 1951. This country has 76 per cent of the world's passenger cars and 51.2 per cent of its trucks.

Increased evidence of the essentiality of passenger cars was turned

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Aero-Seals stay bright, lock tight, grip right. Vibration won't shake 'em, or rugged treatment break 'em loose. Curved saddle prevents distortion or biting at clamping point. Grip never slacks, worm-drive screw never back-tracks, yet Aero-Seal won't bind — is easily removed. Screwdriver or thumbgrip types. Aero-Seal gives you more to sell — more profit from each sale. Contact your jobber, or write us direct.



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GUNK SUPER CONCENTRATE DILUTES with low-cost kerosene or fuel oil distillate and cleans engine blocks faster and more completely than steam cleaning. In quart and larger sizes at wholesale automotive jobbers throughout country. Extra strength, ready-to-use GUNK in pint containers is available from any of the Harley-Davidson motorcycle dealers everywhere.

IMMEDIATE DELIVERY 1 GALLON OR A TANK CAR



up by the survey. A total of 92 per cent of the nation's cars are used each week for work, shopping or both.

Continuing an upward trend, 28 per cent of the nation's children are transported to their classes by school bus. More than 80 per cent of milk travels to market by truck and nearly all farm products travel at least part of the way to the consumer in motor vehicles, the survey showed.

One out of every eight tax dollars collected in the United States comes from automotive industries and highway users, the survey showed, and about one third of every dollar paid for a new car goes to local, state and federal taxes.

Special motor-vehicle taxes in 1951, including state gasoline taxes and registration fees, totaled \$4,708,000,000.

Studebaker Makes Delivery Of Turbo-Jet Engines

THE Studebaker Corp. has delivered its first shipment of turbo-jet engines for the B-47 stratojet bomber to the U. S. Air Force, it has been announced by Harold S. Vance, board chairman and president.

One of the innovations in the production of aircraft engines being used by Studebaker is the vertical, rather than horizontal, assembly of the engines. This method, with its conveyors and elevators, is patterned to a great extent upon the assembly-line process common to the automotive industry.

Used-Car Dealers Discuss Ways to Boost Profits

"INCREASING Net Profits in the Face of Rising Costs" was the theme of the convention of National Used Car Dealers Association, held Oct. 16-18 at Hotel Hollenden, Cleveland, Ohio.

David P. "Doc" Whelchel, executive vice-president of the Tennessee Automotive Association, was on the program for the opening session. His topic was "Real Benefits Come from Organization and United Cooperation."

Thomas J. O'Neill, director of product sales and organization planning for Ford Motor Co., was another scheduled speaker. His subject was "Profitable Used-Car Management Through Internal Control."

"Can the New-Car Dealer Be a Good Used-Car Dealer?" was to be



Who said anything about service to transients being just a one-time thing? Keith's Garage, Charlotte, N. C., recently fixed a car for a South Carolinian on his way to New York. In appreciation, Monty DuPuy of Greenville sent the firm an enlarged print of this shot of Mechanic George Howard, who repaired DuPuy's Jeep. "Next time I'm through Charlotte, I'll stop by and let you give her a going over again," DuPuy said in a letter accompanying the photo, which he snapped while he watched the mechanic do the repair job.

discussed by N. F. Lawler, director of advertising and sales promotion for Nash Motors Division.

Other scheduled speakers included Thomas W. Rogers, executive vice-president of the American Finance Conference, whose topic was "Installment Selling and Automobile Ownership," and Joseph B. Danzansky, general counsel for the association, whose subject was "Should the Used-Car Dealer Incorporate?"

Membership was expected to reach 1,600 before the convention, President James Downing of Atlanta, Ga., reported late last month. At that time, 448 members had joined since the last convention, he said.

Floridians Will Seek Stronger Title Law

AUTOMOBILE dealers of Brevard County, Fla., were asked to get behind their legislators in a concerted effort to give Florida a better and stronger automobile title law when State Motor Vehicle Commissioner Arch Livingston spoke at a special meeting in Cocoa.

The present law is good, Livingston said, but it has some faults that could be corrected.



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Brake Block and Seg-Mold

**SUPERIOR
BRAKE LININGS
ENGINEERED FOR
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NATIONAL SEG-MOLD
(Fully cured segments) Based Sets
... Greater heat resistance under tough braking conditions. For riveting and bending.



NATIONAL BRAKE BLOCK
(Semi-cured wire-back) For quick-acting braking with less pressure. Available boxed, in bulk and in 25 ft. rolls. For riveting and bending.



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Heavy Duty
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NATIONAL has been a leader in the manufacture of automotive friction materials for a generation ... is always ahead with the most modern developments. Depend on NATIONAL Brake Block and NATIONAL Seg-Mold for quality and performance ... For complete trade coverage ... For a better profit picture!

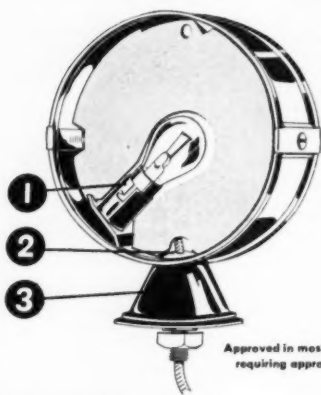
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NOW 3 exclusive features for you in **SPARTON** directional signal design!



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requiring approval.

1. Maximum bulb protection.

New mounting 45° away from base! Bulb absorbs only a fraction of road shock, vibration transmitted through base. Result: bulb life increased by 70%!

2. Old cause of corrosion ended.

Bulb socket is removed from base, where moisture, dust, grime collect and cause corrosion in old-fashioned lamps. Sparton advanced design now cuts this old source of corrosion by 90%.

3. Perpendicular mounting on any surface.

Base of lamp is offset to allow perfect vertical mounting regardless of fender or body curvature!

Advanced design available in these new Sparton Series 600 lamps!



Hollow-stud,
pedestal mount.
Red or amber lenses.



Flush mount.
Red or amber
lenses.



Semiflush mount.
Red or amber
lenses.



Two-face,
hollow-stud
mount. Red and
amber lenses.

SIGNAL BEFORE YOU TURN

with this topnotch
switch!

Model SC5-1A
Class "A"



Operates manually or automatically, blinks and clicks. Positive action, self-cancelling. Mount on steering column close to hub of steering wheel. Adjustable bracket provides clearance for gearshift or air-brake control arm.

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Richlite
License Plate Frames
ADJUSTABLE UNIVERSAL TYPE
Polished Stainless Steel

Corrosive Resistant Type 430. This type stainless steel is now in general use by most car manufacturers for body trim, window frames, etc.

No. 215 Packed one pair in beautiful red, white and black box.

No. 216 Packed one Frame in same type box.

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Biggest Sales Drive Is Ahead, Bayne Tells Arkansas Dealers

By Mrs. Heck Durward

A PREDICTION that the next few years will see the "biggest campaign for new-car business ever witnessed" was made by Joseph E. Bayne, general sales manager, Lincoln-Mercury Division, at the convention of the Arkansas Automobile Dealers Association at Hot Springs, Sept. 21-23. (Photo of officers appears on 81.)

"Government restrictions and limitations on production are the only things holding back a free-for-all competitive struggle in the retail automobile business," he said.

Manufacturers are already preparing themselves for a competitive market by designing new models, increasing sales training and promotion activities and expanding production facilities, Bayne stated. He cited the current horsepower race as indicative of the future trend in the competitive race among manufacturers.

Evaluating Facilities

Outlining a program for dealers in anticipation of the return of real competition, Bayne told them to carefully evaluate their dealerships in terms of physical facilities, finances and personnel.

Alan G. Rude, vice-president of Universal C.I.T. Credit Corp., told the dealers they must rely on high-quality management and a well-established backlog of good public relations to keep their business prospering "during the period ahead, when the automobile industry anticipates shifting conditions and a revival of vigorous competition."

"Under normal conditions," he said, "I believe that the only way we can successfully combat inflation and deflation is through increased production, to produce and distribute more goods to more people at less cost. It is a pretty well known axiom that as sales go up, prices come down. As prices come down, markets broaden. As markets broaden, employment increases, and increased employment means more purchasing power. That is the spiral we must keep at work if we want to maintain a sound level of prosperity."

Rude urged dealers to "let every

customer know just what the situation is in regard to production, deliveries, parts and job-traffic through your shop, particularly if he is faced with probable delays."

"The mobility of America must not be strangled through legislation and controls," said Charles J. Farrington, assistant to the president of National Automobile Dealers Association. "America has become a great nation because it became mobilized with the development of the automobile here. These are the facts that you must make your congressman, and your employee, aware of."

Fred Smith, vice-president and director of public relations, William Powell Co., Cincinnati, Ohio, told the dealers, "Industrial peace can become a reality if labor and management deal with each other on

the basis of their responsibilities rather than their rights.

Gaines Houston, labor relations consultant, Little Rock, warned the dealers that employers should not become panicky and make threats when any union begins organizational activity in their plants.

Since the end of World War II, there has been an increase of 70 per cent in the number of motor vehicles registered in this country, M. R. Darlington, managing director of the Inter-Industry Highway Safety Committee, said. He commented on factors that help and hamper the automotive industry.

A resolution endorsing a proposed constitutional amendment in regard to the state's laws on finance charges and time-sales contracts was adopted by the convention.

Directors named for three-year terms include: Prince Cook, Hot Springs; Milton Green, El Dorado; Clyde Randall, Jr., Fort Smith; Tom McNeil, Rogers; W. C. Whitfield, Fayetteville; Ray West, Pine Bluff; John Titus, Crossett, and Albert Middleton, Mena.

Make Money on Worn Crankshafts



They come in like this
(Top photo)

And go out like this
(Bottom photo)

There is a good profit for jobbers and garages in "ARCWELL" Rebuilt Crankshafts . . . and car owners appreciate the savings and service they get.

The "ARCWELL" process rebuilds crankshafts so that they are actually better than new. Journal surfaces are harder, and the added metal is guaranteed never to flake, loosen, or part from the parent metal.

SERVICE We ship rebuilt crankshafts . . . clean, treated with rust preventive, and substantially boxed . . . within four days after receipt. Rush orders in 24 hours.

GARAGES Write for information and the name of your nearest jobber.

JOBBER Write for the "ARCWELL" plan. We have many inquiries from garages in territories which are still open.

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Inflation Takes Toll in Roads, New Mexico Convention Is Told

By Larry McSwain

INFLATION in highway costs without a corresponding increase in revenues is one of the major causes of highway inadequacies, Karl M. Richards, manager of the Field Services Department of the Automobile Manufacturers Association, told the New Mexico Automotive Dealers Association at its annual convention in Gallup, N. M., Sept. 12-13.

"We spent \$4,500,000,000 last year on our roads and streets," he said. "Because of inflation this built only about the same amount of highways as we got for our highway expenditures in 1931. Yet between 1931 and 1951 highway traffic and total national income doubled.

"It is only to the extent that investment principles are employed that it will be possible to bring about the proper balance between the provision of adequate facilities and the costs of owning and op-

erating motor vehicles."

He pointed out that experience has shown this is "difficult to do in a public enterprise such as highway management where there is no profit and loss test and no danger of bankruptcy."

Several panel discussions of dealer problems were another highlight of the convention.

Types of insurance coverage a dealer should have, including public liability, property damage and building insurance, were outlined in a discussion led by J. P. Anderson.

A semi-technical roundtable on the legal obligations of dealers was conducted by Owen B. Marron of Albuquerque, general counsel of the association.

The public affairs committee held a panel on motor-vehicle laws of the state and asked that the association support all movements to improve

service to the public and to the state.

The public relations committee urged dealers to take greater activity in making driver-training cars available to high schools. Certificates of honor were awarded 37 dealers who participated in the car program during the past year.

Speaking on "Four Walls Do Not a Dealership Make," Clarence L. Landen of Omaha, Neb., president of the Securities Acceptance Corp., termed the dealership a "department store of transportation" and emphasized the importance of good business ethics, good management and properly-trained personnel.

R. Stuart Abbott of Alexandria, La., vice-president of the National Automobile Dealers Association for Region 10, which includes New Mexico, discussed the functions of the national organization and the relationships of local, state and national associations.

"The business sessions of the convention were the most heavily attended we have ever had," said William Randolph, general manager of the association.

Special entertainment for ladies

"It pays to have an ACE 'n the hole."

ACE VULCANIZING PATCHES ONE SHAPE — TWO SIZES

ACE regular and giant Universal Diamond shapes fit any clamp and cover all patching requirements. Also eliminate jobbers' need of stocking Round—Oval—Diamond shapes in two sizes each.



ACE Patches light instantly, burns evenly and the laminated board holds the correct amount of heat to fuse the ACE special rubber to either Butyl or natural rubber tubes. They always stick.

• ACE Patented Perforated Pull Fused Fuel Board lights instantly with match or cigarette in any weather. Introduced in 1946.

• Pull string opens ACE sealed can. Replaceable covers. Each ACE Patch sealed in cellophane.

• ACE patented Tab Strips Holland Cloth easily. Fingers need never touch the patch introduced in 1948.

The ACE line is complete!

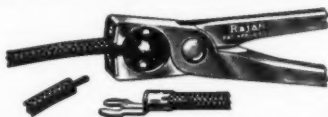
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**NOTE—The simplicity of this Tool
It strips and also crimps Rajah Terminals to
Ignition Cable**

Order from your jobber or direct from us.
Send for circular and prices.

The Rajah Company, Bloomfield, N. J.

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Shown during the convention of the New Mexico Automotive Dealers Association are (l. to r.): General Manager William Randolph; H. L. Galles, Jr., Albuquerque, who succeeded R. Dean Wait as president, and Thomas E. Walkey, Silver City, vice-president. Thomas C. Closson, Jr., Santa Fe, elected treasurer, was not present when photo was made.

attending the meeting, a musical program by the Albuquerque Boys Choir and a chuck-wagon spread, highlighted the lighter side.

Dick Price of Dallas Leaves Car Field

DICK Price, DeSoto-Plymouth dealer at Dallas, Texas, has sold the facilities and operational assets of the agency to Ranes Motors, Inc., headed by George R. Ranes, Terre Haute, Ind.

Price said he is retiring from the new-car field and his future plans will be announced later. He is resigning as Texas director for National Automobile Dealers Association and as president of the Chrysler-DeSoto-Dodge-Plymouth Dealers Association, an organization in whose formation he took an active part.

Construction Moves Ahead On Texas BOP Plant

THE change in the Navy's plan for building a Grumman-designed plane at the Arlington, Texas, plant of the Buick-Oldsmobile-Pontiac Assembly Division will in no way interfere with completing the facility, according to an announcement from James L. Conlon, general manager.

"Construction of this important dual-purpose plant will continue on schedule and we expect to be able to begin assembly of Buick, Oldsmobile and Pontiac passenger cars at Arlington by early fall next year, at a rate nearly double the volume originally contemplated," he said.

Jim Burke (below) has sold his Nash dealership at Birmingham, Ala., and will open a new Buick agency there around the first of the year. He is building a plant at Fifth Avenue and North 13th Street that will cover 30,000 square feet of floor space and cost more than \$325,000. William Bailey (bottom photo), who formerly was with the Birmingham Mercury dealership, has acquired the Nash dealership and will operate as Bill Bailey Motors. His purchase from Burke includes a building with 25,000 square feet of floor space and a used-car lot. Charlie Nichols is his service manager.



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White Boy

WHITE TIRE CLEANER

The correct white tire cleaner. Use with under-fender or special white tire cleaning brush.



Black Boy

BLACK TIRE PAINT

Mix 1 part paint to 8 parts white gasoline. Apply with brush, swab or straw.



Wash Boy

A real time saver... and harmless to a to finish. First... no chemicals is required!

All our products are made of the best ingredients... and are undeniably guaranteed. Write for special prices.

MANUFACTURED BY
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1000 STATE STREET, NEW YORK 10, N.Y.



- Speeds Service
- Avoids Waste

Quart cans may be placed in dispenser "on the run." Light pressure on handle-lever punctures can after dispenser is inserted in oil filler pipe... fast, easy, no spillage. Two cutting blades assure quick, complete drainage... no waiting, no waste. Rests without support in oil filler pipe... frees attendant for other duties, speeds service.

Clip this ad. Ask your jobber about it, or write for name of jobber in your area.

STANLEY D. BOWLES CO.
1910 S. Lamar Street • Dallas, Texas

Lloyd Tells South Carolinians: "Dealer Stimulation" Coming

"**D**EALER stimulation" is something franchised car dealers are going to "hear a lot about."

That's a statement from J. Saxton Lloyd of Daytona Motor Co. (Cadillac-Buick), Daytona Beach, Fla. President of the National Automobile Dealers Association, he told the South Carolina Automobile Dealers Association convention at Myrtle Beach last month:

"Instead of car factories talking about market penetration, now that factories have removed territorial-security clauses from franchises—or probably will do it soon where they haven't—dealers are going to find factories placing another dealer down the street. That's what they call 'dealer stimulation'."

On the subject of leasing companies, Lloyd said he knew one firm which had 12,000 new cars out on lease.

"All he's got is a place about as big as this room. That leaves you

with a big building for your free warranty service.

"Legitimate leasing companies can buy cars from manufacturers the same as you can. That's an easy way to get a franchise."

He declared that before dealers can sell their product, "you must make sure your customer likes you."

Approximately 500 persons attended the three-day convention at the Ocean Forest Hotel. Speakers besides Lloyd included J. C. "Larry" Doyle, advertising and sales manager of Ford Motor Co., and Navy Secretary Dan A. Kimball.

Doyle asserted that "before long it's not going to be a job to produce cars; it's going to be a job of keeping them moving to the customers." He declared:

"We've got to recover that determination to sell a car to the customer who comes into the showroom not to buy an ice cream cone or to find out the time of day but who is

interested in an automobile."

Last year 4,000,000 families had two or more cars, he said. Consumer buying this year has expanded by two billion dollars, Doyle added. (See page 81 for a more detailed report on his views.)

The navy secretary termed the U. S. ships patrolling the Mediterranean as "the greatest peace-makers in the world" and in his talk covered the wide variety of operations of his department.

The NADA president said that "the greatest curse of this business today, and always has been, is the inexperienced dealer. You don't have to worry about the good competitor."

On employer-employee relations, he said:

"Unions are on the march. If they have not been in South Carolina, they will be, and they can be unpleasant. Apply the Golden Rule to employer-employee relations. If you are not fair to your employees, put your house in order. Enlightened selfishness prompts you to be fair."

The group adopted resolutions: Recommending that the state

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TIRE AND WHEEL CHANGING

...they're "Job Designed"

Ask For KEN-TOOL
Replaceable-Rubber-Head

or KEN-TOOL Standard
Tire Hammers

"Job Designed" for changing tires... use either KEN Standard or Replaceable-Rubber-Head Tire Hammers. Built stronger to last longer... real time and labor saver!



LARGEST EXCLUSIVE MANUFACTURERS
OF TIRE AND WHEEL CHANGING TOOLS

The KEN-TOOL Mfg. Co.
Akron 5, Ohio

JOBBERS:
Write for Catalog Today!

Universal Hood Controls



for practically all makes of cars. Quality products with exclusive engineering features and trouble-free service. Easy to install. Easy to sell. Contact your local jobber or write for full information.

Also Mfrs. of Revolutionary Aldo Conversion Kits

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For
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BUSES • TRUCKS
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THEY'RE GUARANTEED!

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Officers elected at the convention of the South Carolina Automobile Dealers Association were (l. to r.): Seated, W. Keys Welborn of Anderson, director; E. H. Gaines of Spartanburg, vice-president; J. W. Pickens of Orangeburg, president; W. E. Hancock, Jr., of Columbia and W. C. Plowden, Jr., of New Zion, directors; back row, J. P. Parrish of Georgetown, A. L. Breeden of Bennettsville, A. W. Miller of Florence and L. D. Schley of Hampton, directors. Secretary-Treasurer R. C. Pulliam of Columbia was absent due to illness. Directors not in the photograph include: Earle Holley of Aiken, Francis Holman of Sumter, A. B. Attaway of Greenville, L. W. Cooper of Clinton, Dewey Blanton of Chesnee, Harold W. Winslow of Kingstree, Col. R. Segars of Hartsville, Harry Barsh of Charleston and F. A. Nimmer of Ridgeland.

highway department make a "diligent and constant check" on dealer tags and their use, because "it is our belief that there are discrepancies in their use by owners of these tags who are not authorized franchised car dealers";

Opposing state usage tax imposed upon company-owned demonstrators;

Urging the legislature to enact an automobile title law, asserting that the "absence of a title law makes of our state a tempting goal attracting thieves and confidence men to come to South Carolina both to acquire and dispose of automobiles dishonestly." The resolution set forth that within the past year "one single criminal defrauded through embezzlement 20 unsuspecting honorable South Carolina residents" in amounts up to and exceeding \$1,000 each, for a total of around \$20,000.

A mock political convention brought down the house at one breakfast, being unquestionably the highlight of the broad assortment of entertainment which sprinkled the program. Russell Lentz, Dodge-Plymouth dealer of Spartanburg, was the Conservative candidate, billed as General Lentzenhower. E. H. "Eddie" Gaines, Studebaker dealer of Spartanburg, was the Lib-

eral candidate, labeled Governor Gaineson.

Even a live donkey was led out of the elevator and down the ballroom aisle, with "Harry S. Trubadashier" astride and the reins in the hands of "Dean Achetson."

Managing Director Deo Resigns from NADA

J. Saxton Lloyd, president of the National Automobile Dealers Association, announced on Oct. 2 the resignation of M. Robert Deo as managing director of the association.

Prior to his appointment as managing director in 1949, Deo was NADA general counsel for approximately five years.

Deo, who will continue his residence in Washington, D. C., plans to resume the private practice of law after an extended trip with his family.

Deo has had his offices at NADA headquarters, situated at 1026 17th St., N. W., Washington.

Willys September Output Sets 22-Year Record

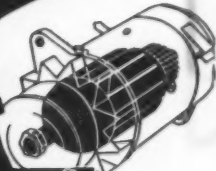
SEPTEMBER was the best production month for Willys-Overland Motors in 22 years, Ward M. Canaday, president, announced Oct. 3. Output of passenger cars, station wagons, commercial vehicles and military Jeeps amounted to 15,963 units, compared with 11,070 units in September, 1951, the factory official said.

About two-thirds of the month's production was civilian vehicles and one-third military vehicles.

In Buying REBUILT GENERATORS

... you can be assured of original performance ONLY if you insist on genuine VENTILATED MATCHED COIL armatures. VMC armatures are the finest replacement armatures available—with original wire size and original number of turns.

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More VMC armatures are used than any other replacement brand.

BUY FROM YOUR JOBBER

THE VMC SYSTEM, STATION D
ATLANTA, GEORGIA

Texans Demand Controls End, Despite Outlook for Market

By Baron Creager
Southwestern Editor

WITH echoes barely dead from a prediction the day before that warehouses will be filled with new cars in 1953, members of the Texas Automotive Dealers Association closed their 35th annual convention in El Paso with adoption of a resolution demanding relief for the industry through removal of all economic controls.

Pointing out an adequate supply of cars, trucks and parts and capacity conditions in service shops, the resolution cited "an erroneous approach to the problem of proper valuation for resale of used vehicles" and declared it "to be in the best public interest" to permit the industry to function under the free-enterprise system. Member resentment was not fully reflected, however, for the resolution paled

by comparison with some remarks from the floor.

Convention dates were Oct. 5-7. Registration, estimated at about 350 by comparison with a normal 600 or more, was blamed by some on the distance from El Paso to other populated centers. President Harry Kelly of Austin laid part of the blame on conflict with the football schedule and said "something will have to be done about that."

In one respect there was a singular difference between this and all previous association conventions. After launching the association and guiding it through 34 conventions, W. A. "Cap" Williamson was confined to his Austin home, recovering from two operations last summer. For years he held the title of first vice-president and

manager of the association.

Following introduction of new officers and directors in the concluding business session, President Kelly announced that the board of directors had retired Williamson, now in his seventies, on salary and with the title of honorary vice-president.

Tom J. Crooks, assistant manager for the past five years, has taken over all administrative duties with the title of manager and treasurer. A new staff member, George Saunders, is field representative.

With Williamson's title abolished, E. A. Kinsel of Beaumont moved up from second vice-president to succeed President Kelly and, consequently, E. J. Pennington of Galveston was advanced from third to first vice-president. New second vice-president is Floyd L. Randel of Wichita Falls and from San Antonio comes the third vice-president, Frank M. Gillespie.

There are three new directors: Tom Davis of Odessa, C. B. Smith of Austin and J. A. Welch of San Benito. Four were reelected and

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Officers of the Texas Automotive Dealers Association are (l. to r.): Tom J. Crooks, manager and treasurer; Frank M. Gillespie, San Antonio, third vice-president; E. J. Pennington, Galveston, first vice-president; President E. A. Kinsel, Beaumont; Harry E. Kelly, Austin, retiring president, and Floyd L. Randel, Wichita Falls, second vice-president.

14 directors are holdovers.

In his opening remarks, President Kelly dedicated the convention to Williamson.

He reminded members that "OPS is a little bit smarter now and knows better how to control you." He added that as far as the Socialistic trend is concerned, "those people in Washington know where they are going." He laid heavy emphasis on the obligation to vote.

Kelly, who vigorously questioned the workability of the Texas inspection law at last year's convention, said: "Unfortunately, your inspection law is a dead duck." He quoted from an address in which Governor Allan Shivers pointed out that most legislators elected won on an anti-inspection platform.

A panel, with Pennington as moderator, held a capacity audience for one entire session and elicited peak interest and many questions.

First was C. B. Smith of Austin, who urged dealers to merchandise trucks and commercial cars, predicting a greater market in the next ten years. But he warned that if a dealer doesn't like trucks, he can't sell them.

Smith said that from 1941 to 1952, trucks in use in the United States increased 77 per cent, or 3,721,000, whereas passenger-car sales increased only 41 per cent; that Texas contains 22 per cent of all trucks in use nationally, with 900,000 operating, and that in

Texas truck use increased 100 per cent in the past ten years. He added:

"Twenty-six per cent of all prospects are on farms. Read signs on trucks to get other prospects and study the yellow pages. You should have some one man responsible for truck business and in dealing with prospects, avoid technical terms and stick with fundamentals. If salesmen put as much effort on trucks and dramatize them, they can produce more business and profit."

J. D. McPhaul of Lamesa was introduced by Pennington as a dealer who sells \$1,000,000 worth of used cars annually. McPhaul said it was highly important for dealers to retail used cars, keeping profit in the dealership. He scored the costly habit of loaning used cars to service customers and said lots should be kept clean to avoid the appearance of "a wrecking yard." He explained a compensation plan of his own origin, saying:

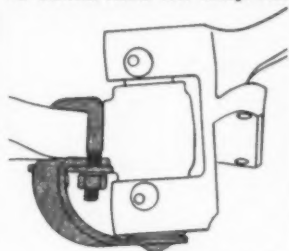
"We pay a salesman 25 per cent of the gross profit made on the new unit—after the wash-out or sale of the last used unit coming in on the deal. There are instances where two or three salesmen are involved and when this occurs, we simply divide this 25 per cent of the gross on a percentage basis among all salesmen participating in the sale."

After Howard Kuhlman of Austin spoke on service volume, he

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Shown during a panel at the Texas convention are (l. to r.): J. D. McPhaul, George H. Jones, E. J. Penning-

ton, C. B. Smith and Howard Kuhlman. Pennington was moderator of the discussion on various dealer problems.

answered a question by saying that with special effort over one period, his dealership came within 70 hours of 100 per cent absorption. He said he found letters he writes most productive, has such mailings as big as 6,000, that 29½ per cent of his volume is "other makes," and that his business is 51 per cent credit.

He has one man who accompanies each customer to the cashier and explains all items on the bill, especially "no charge" items. He, too, developed his own compensation plan to eliminate parts and service jealousy.

"The parts manager and service manager are on salary," he explained, "but each also gets a com-

mission on the combined total sales of both departments. All service salesmen get a commission on total service sales."

George H. Jones of Corpus Christi had the topic of management but spiced it liberally with comments on government, economics and the November electoral decision. Jones believes most in-

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DETROIT



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ventories are too high, said he reduced his parts inventory by \$70,000 and immediately thereafter did his biggest business.

It was Jones who predicted warehouses full of new cars by early 1953, "maybe by Dec. 31." One of his principal points was that "discounts ruin gross profit. If you are operating on a basis of two per cent net profit, which was the average early this year, you can add one per cent to your gross profit, cut one per cent off your expense and double your net profit."

He passed out many samples of his "daily report form," previously featured in SAJ. "By using this form and learning how to use figures," Jones said, "you can sit on your fanny and don't have to work so hard."

One dramatic touch was supplied when Dick Price of Dallas accepted President Kelly's invitation to speak, then explained why he sold out as a dealer and retired as NADA director. With intense earnestness in his conclusion, Price leaned forward on the podium and warned individuals to fight for free enterprise or lose it. "Move up on the front row," he urged. "It's not crowded up there."

William R. Spriegel, dean of the College of Business Administration of the University of Texas, had the subject, "Profits through Service," but the service he referred to was at the humanitarian

level. He said he measures any business by three dominant forces and stated his theory as an equation, namely, success equals objectives, plus opportunities, minus obstacles.

"Profits through service do not antagonize," he pointed out. "On the other hand, profits at the expense of service leave your customers cold. Conduct your business so that employees will find in their work experiences a way of life and not merely a method of earning a living."

The program included addresses by Paul M. Millians, vice-president, Commercial Credit Co., on "The Dealer Most Likely to Succeed," and James C. Moore, general counsel of National Automobile Dealers Association, on "The NADA Story."

Another convention resolution urged "immediate study and action for any early solution to the problem of adequate financing of the Texas highway system" which (the financing system) "has not been modernized in the past 23 years."

Entertainment and other arrangements were completed by two committees, headed respectively by N. L. Casner, president, El Paso Automobile Dealers Association, and Mrs. Casner.

Without a dissenting voice being raised, Fort Worth was awarded the site of the association's 1953 convention.

Baltimore Dealers Plan Car Show in January

AUTOMOBILE dealers of the metropolitan Baltimore area will hold an automobile show Jan. 25-Feb. 1 at the Fifth Regiment Armory in that city.

There has not been an automobile show in Baltimore since 1941 and the dealers anticipate a most successful exhibition.

Stock-Car Prizes Reach New High

A record total of \$197,140 in prize money was distributed during September to drivers competing in events sanctioned by the National Association for Stock Car Auto Racing, according to Bill Tuthill, executive secretary.

This sum tops any previous amount distributed in a single month by any sanctioning organization, he said. Richest purse of the month was the \$25,750 paid out for the "Southern 500" at Darlington, S. C., on Labor Day, Tuthill said.

Truck Tires Plentiful, Goodrich Reports

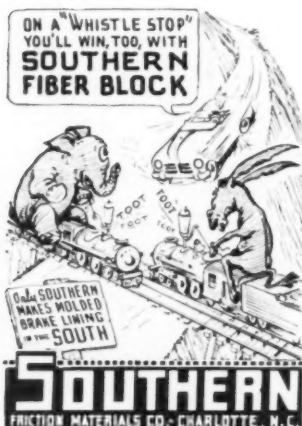
THERE will be a sufficient supply of truck tires in 1953 to meet the needs of all truckers despite the record high of 9,255,000 truck registrations this year, according to J. E. Powers, manager of truck and bus tire sales for the B. F. Goodrich Co.

He estimated that in 1953 about 9,000,000 truck and bus casings—about one for each truck—will be sold as replacements.

Atlantans Discuss Ignition

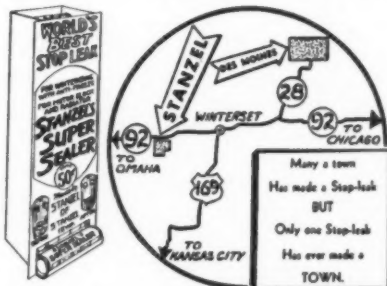
"Present and Future Automotive Ignition Systems" was the subject of the address at the October 13 meeting of the Atlanta, Ga., Group of the Society of Automotive Engineers. George Davis, zone service manager for United Motors Service Division, was the scheduled speaker.

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A

Aaron Co., Wesley O. 122, 158
Accurate Parts Mfg. Co. 111
Accurate Weights Mfg. Co. 191
Ace Rubber Company 188
Acme Air Appliance Corp. 190
A. C. Spark Plug Division
(Spark Plugs) 12, 13
Adams, Glenn C. 150
Advance Century Mfg. Co. 40
Advertising Council 32
Affiliated National Hotels
Airtex Automotive Corp. 170
Ajax Auto Parts Co. 102
Alan Sales Co. 100, 192
Albertson & Co. 19
Alomite Division, Inc. 43
Allied Battery Co. 131
Aluminum Co. of America
American Bosch Corp.
American Brakelink Divi-
sion 47
American Hammered Divi-
sion
Amunco Tools, Inc. 136
Anchor Rubber Prod., Inc. 136
Andrews Mfg. Co. 152
Anthes Force Oilier Co. 166
AP Parts Corp. 124, 125
Arco Company
Aro Equipment Corp. 15
Arrow Armatures Co. 144
Arvin Industries, Inc. 4
Auto Lamp Mfg. Co.
Auto-Lite Battery Corp. 44, 45
Auto Sales Co. 50
Automotive Sales Co. 197

B

Baker, Wm. 164
Barratt Equipment Co. 126
Barringer, F. D. 188
Bean Division, John 33
Bear Mfg. Company 57
Bearings Co. of America 17
Beasley, James 130
Belden Mfg. Co. 120
Bell Co., Inc. 40, 120
Bell, L. W. 140
Bender Equip. Co. J. H. 140
Bendix Products Div. 189
Berkson Products, Inc. 194
Binks Mfg. Co. 136
Black, R. S. 41
Blackhawk Mfg. Co. 193
Boehm, Phil 193
Bonney Forge & Tool Works
..... 11
Boswell, L. W.
Bower Roller Bearing Co.
Div. 179
Bowers Battery & Spark
Plug Co. 18
Bowles "Seal Fast" Corp.
Bowles, S. D.
Bowles Co., Stanley D. 188
Bowling & Powell, 100, 185, 188
Brand, Tex
Breeze Corporation, Inc. 181
Bridges & Assoc., Roy 162
Brogan, F. J. 120
Brooks, W. S.
Brown, Tom
Brown Co., Andrew 168
Buehrler, Herman H.
Buettner, C. M. 130
Buick Motor Div. 188
Burd Piston Ring Co. 186
Burk, E. R. 186
Butz, Sidney 186, 194

C

Capiton & McEvey 110
Carpenter-Turner Sales Co. 15
Caseo Prod. Corp. 149
Case-Davison Co. 150
Castle Division 2
Champ-Items, Inc.
Champion Spark Plug Co. 48, 49
Chaney, W. C. 164, 192
Chefford-Master Mfg. Co.

Cherry Co., McEwen, S. 15, 175
Chevrolet Motor Division 171
Cholden Mfg. Co. 7
Chrysler Corp. 137
Chrysler Corp. (Parts Div.)
Cline-Porter 54, 55
Clark, A. W. 153
Clark Co., Henry 111, 123-160
Clayton Mfg. Co. 174
Cleaver Service, Inc. 135
Cline-Porter 170
Cody & Assoc., Dave
Cole-Herscoe Co. 97
Commercial Credit Co. 160
Connell Co., J. S. 160
Continental Piston Ring Co.
Copeland, Rudy 188
Craft, E. G. 122, 188
Crane, Houston 124, 125, 162
Cranford, Barron 178, 188
Cree, Herb M. 27, 184
Crutcher, Phil S. 120
Curran Corp. 184
Curtis Pneumatic Mch. Div.

D

D & V Mfg. Company 150
Dammron, H. C. 20
Daniell, Johnnie 176, 178, 183
Davis, John W.
Delco Battery Division
Delco Products Division
Delco-Remy Division 59
DeKoven Mfg. Co.
Detroit Aluminum & Brass
Corp. 127
Dickey, Robert O. 189
Dixie Sales Co. 189
Dobiyanski, M. O. 130
Dodge Division
Do-Ray Lamp Co. 183
Douglas Muffler Co. 183
Downey & Co., Herman J. 185
Du Pont de Nemours & Co.,
Inc., E. L. Zerone-Zerex
Div.
Dura-Bond Engine Parts Co.
Durke-Atwood Company
..... Second Cover

E

Eakin, Fred 27
Ebeling, P. H. 192
Ebeling Co., Earl H. 110, 146
Ehlin Mfg. Co.
Edwards-Dennis Co. 8, 102, 123, 165
Eis Automotive Corp.
Electric Auto-Lite Co. (Mer-
chandising Div.) 138, 139
(Parts & Service)
Electric Storage Battery Co. 121
Emcor Mfg. Co. 143
Estes Mfg. Co., Earl 176
Ethyl Corporation
Eylar Sales Co.

F

F & B Mfg. Company 107
Federal-Mogul Service 60
Federated Metals Division
Federated Mutual Implement
& Hardware Insurance Co.
Felt Products Mfg. Co. 192
Filterzone Corporation 10
Fitzgerald Mfg. Co. 10
Ford Motor Co. 101
Fram Corporation 101
Friedman, Harry 101

G

Gatke Corporation
General Elec. Co. (Lamps) 98
General Motors Corp. (Insti-
tutional) 98

Glover, Chas. A.
Goerlich Muffler Division 17
Goodman, S. D. 194
Gordan, W. H. 194
Green, Albert B. 176, 185
Greenfield Sales Co. 64
Grey-Rock Division 64
Griffin Lamp Co.
Grizzly Manufacturing Co.
Grobsol Industries 106
Gross Mfg. Co. 106
Grote Mfg. Co. 173
Gyro Skid-Control Co., Inc. 173

H

Halls, Inc. 177
Hamilton, G. O. 176
Hardin, L. R. 184
Hart & Foster 102
Harvey, John 190
Harvey-Merrithew 186
Hastings Mfg. Co. (Oil Filter
Division)
Hastings Mfg. Co. (Piston Rings) Third Cover
Heard, W. G.
Heckethorn Mfg. & Supply
Co. 110
Hein-Werner Corp. 110
Herbrand Division 160
Hershey, Maxim 136
Hertzberg, Sam
Hirsig & Co., Lawrence M. 17, 101, 144, 149,
152, 165, 169, 193, 198
Hirsig-Frazier Co. 148, 149, 170, 184
Hodgman Rubber Co. 153
Hoffman, A. W. 159
Holland, T. F. 106
Hollingshead Corp., R. M.
(Whiz Automotive Div.) 118
Homesdale Valve Mfg. Co. 194
Hotel Juno 194
Hotel Tuller 194
Hotel Washington 128
Huber & Sons, Jerry 51
Hudson Motor Car Company 51
Hughes, T. D. 161, 186
Hutchens, Harry C. 161, 186
Hygrade Products Division 36

I

Imperial Brass Mfg. Co. 117
Independent Pneumatic Tool
Co.
Ingersoll-Rand Co.

J

Jayne, Albert 190
Johnson Bronze Company
Jolly Sales Co., John T. 148, 186
Jones, Stafford 190

K

K-D Mfg. Company
Katz & Assoc., Warren 186
Keen, C. Guy 106
Keller, F. J. 7, 33, 40, 120, 126, 173
Kelsey Hayes Wheel Co. 163
Ken-Tool Mfg. Co. 190
Kidder, Martin 161, 190
Kitchens, William 160
Kline Co., G. W. 127
Kline-Porter
Kneabel, W. S.

L

Laber Battery Prod. Corp. 50
Lake Auto Radiator Mfg.
Co. 190

Lamb, Russ Co. 144
Lamson & Sessions Co. 128
Lasco Brake Products Corp. 50
Las-Stik Mfg. Co. 122
Lawson, Abbott
Leahy, Edw. T. 146
Lee Co., K. O. 182
Lemco Products, Inc.
Libbey-Owens-Ford Glass
Co. 167
Libby, Frank 46
Lincoln Engineering Co.
Link & Chambers Sales Co. 11, 190

Lisle Corp. 129
Longdon, J. S. 175
Lovely, J. W. 128, 159
Lutz, W. O. 152
Lynn & Hemphill, 122, 152, 158
Lyon, Inc. 46
Lyon, W. L. 128

M

Mac's Super Gloss Co. 154, 155
Major, Jan 192
Manhee Equipment Div. 189
Manley Valve Corp.
Manufacturers Warehouse 189
Maremont Automotive Prod-
ucts, Inc. 129
Marion, Paul 162
Marquette Mfg. Co. 120
Marshall-Eclipse Division
Martin-Senour Co. 101
Maupin, F. E. 100, 186
McChintock Sales Co. 100, 186
McCord Corporation 2
McDonald, Carl J. 178
McDonald & McPherson Co. 148
McHugh, Henry
McQuay-Norris Mfg. Co. 52, 53
Megginson-Austin Co. 158
Merit Mufflers
Metal Engineering Co.
Miller Mfg. Co. 178
Miller, R. H. 178
Miller Sales Co., Jess 120
Milton Mfg. Co. 176
Minich, W. F. 176
Mio-Flex Co., Inc.
Monkey Grip Sales Co. 130
Monroe Auto Equipment Co. 8
Moog Industries, Inc.
Moraine Products Division 16
Morley, Chas. C. 139
Morris, Add
Mosher, W. A. 159
Motive Equipment Mfg. Co.,
Inc. 17
Mundy, W. A. M. 17
Murphy, J. B.

N

NBP Public Relations
Committee 28
National Automobile Dealers
Used Car Guide Co. 116
National Automotive Parts
Assn. 14
National Brake Block Corp. 185
National Machine Works 123
National Motor Bearing Co. 27
New Britain Machine Co. 163
Nicholson, Harry 156
Niehoff & Co., C. E. 156
Norton, A. W. 156
Nowlin, Frank 141

O

Oakite Products, Inc. 197
Oldsmobile Division 120
Olson, Don 192
Ottawa-Scriven Sales Co. 192
Ottawa Tool Co. 141

INDEX

The Advertiser's Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

P		Styron & Assoc. Art	50
P & D Mfg. Co.	186	Sunnen Products Co., Inc.	112, 113
Packard Elec. Division	56	Superior Screw & Mfg. Co., Inc.	190
Parker, Guy	124, 125, 162	Swanman, M. H.	120, 128
Pennzoll Company	166	Sykes & Sons, Carl	182
Perfect Circle Corp.			
Front Cover			
Perfect Equip. Co.	162		
Perfect Parts, Inc.	11		
Permatex Co., Inc.	1		
Peters, S. A.	194		
Peterson Welding Laboratories, Inc.	162		
Polansky, Max	*		
Porter-Littel Sales Co.	*		
Price Battery Corp.	147		
Proto Tools	147		
Pullman Sales Corp.	182		
Puritan Co., Inc.	151		
Pyroll Co.	148		

Q	
Quaker State Oil Refining Corp.	115

R	
Rajah Company	188
Ramsey Corp.	Fourth Cover
Rankin, J. W.	106
Raskin, David	111
Raybestos Division	*
Reading Batteries, Inc.	169
Reeves, Bert	*
Remm, Cliff	33
Reinert, J. D.	186
Richlite Mfg. Co.	186
Rinck-Mellwaine, Inc.	26
Rinshed-Mason Co.	26
Robertson, W. H.	126
Rochester Products Division	109
Rogers, H. M. (Buck)	175
Roy & Heffner	194
Russell, Ralph E.	178, 182
Rust Master Chemical Corp.	165

S	
Safety Equip. Co.	*
Saginaw Steering Gear Division	*
Sanderson, Geo.	124, 125
Saunders, J. Paul	192
Schneider, Albert D.	175
Schwaiger Mfg. Co.	178
Sealed Power Corp.	62
Sealtight Ignition Insulators	31
Sears, Ben	194
Sedgewick, Ben	188
Sexton, C. E.	188
Shannon, Sam	194
Sherman, Chas. G.	*
Shipp-Payne	123, 161, 165
Shirley, Wm. H.	157
Simpson, M. E.	192
Smith, Don	120
Smith, Ray	7
Snugg Wheel Weight Mfg. Co.	175
Snyder, H. J.	33
Snyder, W. A.	33
Southern Friction Materials Co.	195
Southern Sales Agency	145
Southern Sales Co.	157
Sparkler Mfg. Co.	186
Sparks-Wilmington Co.	*
Speaker Corp., J. W.	*
Standard Crankshaft & Hydraulic Co., Inc.	187
Standard Factories, Inc.	195
Standard Motor Products	*
Standard-Thompson Corp.	39
Stanley Co., Inc. John T.	*
Stant Mfg. Co., Inc.	43
Stewart-Warner Corp.	146
Storm-Vulcan, Inc.	146
Studebaker Corp.	95

T	
Tabus, Geo. A.	15
Tapp, James F.	186
Tate, J. R.	188
Taylor Bros.	110
Texas Company	119
Thermoid Co.	38
Tide Water Associated Oil Co.	61
Timken Roller Bearing Co.	30
Treasury Dept.	*
Treglow Company	156
Trico Products	103
Tung-Sol Electric, Inc.	145
Turbo Charger Sales Co.	172
Turner Mfg. Co.	192
Tuthill, H. I.	192
Tuthill Spring Co.	*
Tuttle Co., L. D.	146, 182
Twin-T Laboratories	193

U	
United Motors Service	42
United States Treasury	*

V	
V. M. C. Products, Inc.	191
Vaco Products Co.	181
Van Clee Bros., Inc.	*
Van Norman Company	5
Vaughn, H. M.	194
Vellumoid Company	*
Vitalite Battery Co.	131
Vogel Assoc.	15
Volt Rubber Corp.	161

W	
Wagner Electric Corp.	58
Walker, A. J.	161
Walker Mfg. Co.	20, 21, 22, 23, 24, 25
Wallace, Stanley K.	*
Wallace, Wally	*
Ware, E. P.	10
Warner-Patterson Co.	158
Warwick Laboratories Co.	*
Ways, A. A.	11
Weatherhead Company	11
Weaver Manufacturing Co.	*
Westinghouse Air Brake Co.	*
Whale, H. H.	143
Whaley, H. A.	127
Willard Storage Battery Co.	104, 105
Williams, Frank H.	100, 106, 107, 130
Williams, N. A.	128, 159, 184, 190
Williams, W. T.	192
Williams & Co., J. H.	127
Willys-Overland	37
Wilson, L. A.	188
Wilson, Leo	162
Wilson-Bridges	*
Winona Tool Mfg. Co.	164
Wix Accessories Corp.	*
Wixson, Ronald H.	*
Wooster Rubber Co.	34-35
World Bestos Corp.	*

Y	
Yankee Metal Products Corp.	*
Yaras, Max	185, 188

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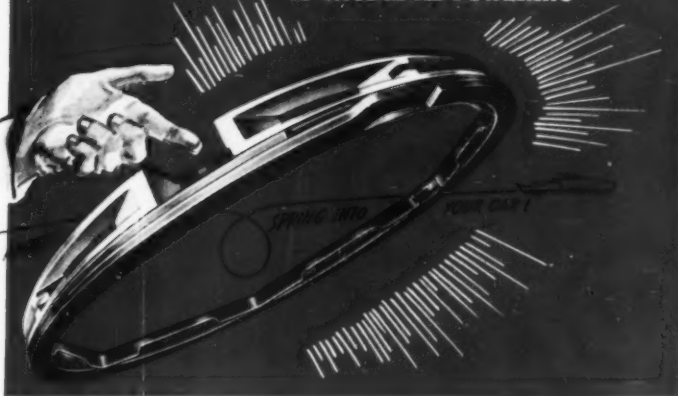
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